Shure Sales Point Reward Program

Content Management System Guideline

(For System Administrator)

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1 INTRODUCTION

Content Management System of Shure Sales Point Reward Program is a web-based application which provides you a tool to manage the Shure Sales Point Reward Program efficiently and conveniently.

No matter when and where you are, all the things you need is a computer that has a browser and connects to the Internet, then you can access the Content Management System and manage everything about the Shure Sales Point Reward Program in real time without any difficulty.

Moreover, the user-friendly interface is very simple, neat and easy-to-learn.

2 SCOPE

This guideline applies to the Content Management System of Shure Sales Point Reward Program Website.

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3 DEFINITIONS

3.1. CMS – Content Management System of Shure Sales Point Reward Program Website
3.2. EDM – E-mail Direct Marketing, a module of CMS for E-newsletter management
3.3. CMS System Administrator - a CMS user who can manage all data for all countries
3.4. CMS Country Administrator - a CMS user who can only manage all data for specified country

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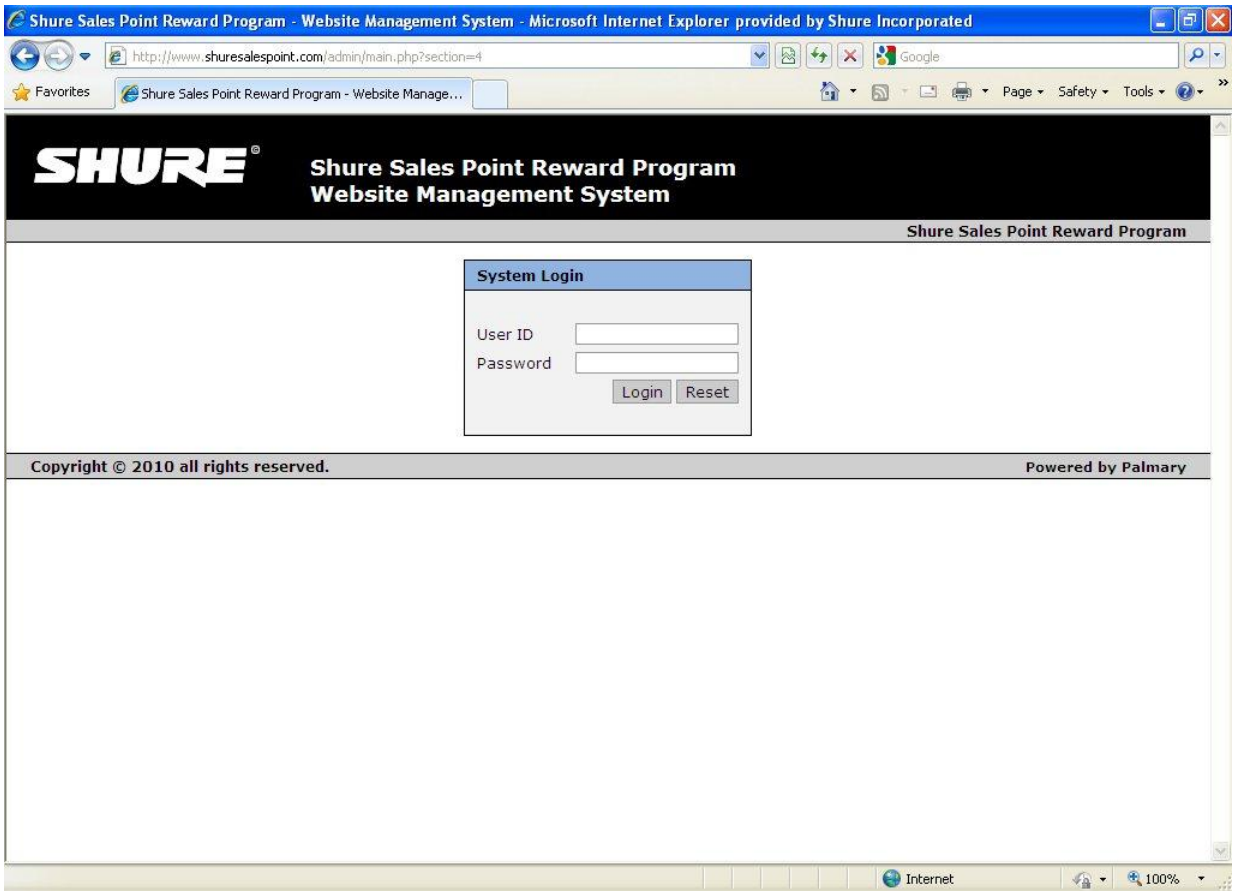
4 PROCEDURE

4.1 CMS Access Information



Open a web browser and type in the web address of the CMS to access it. As user authentication is required for accessing the CMS due to security reasons, the followings are required to access the CMS:

- User ID and Password

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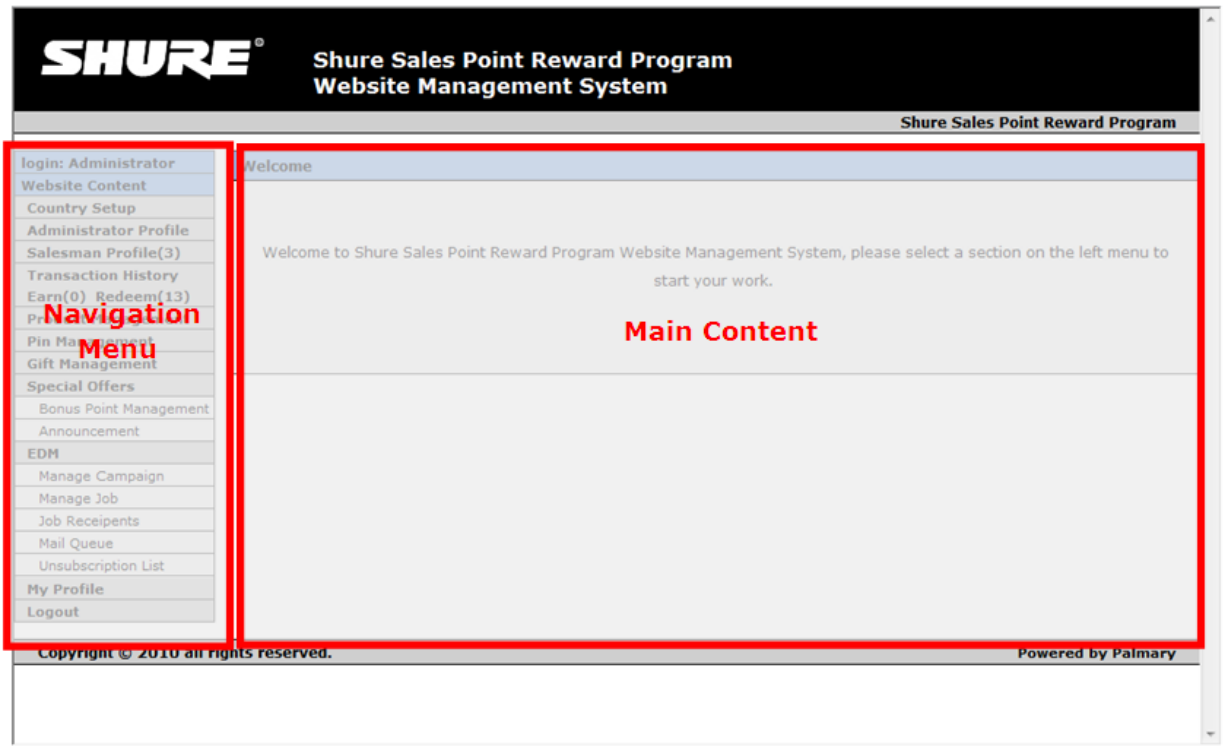
Only users with correct User ID and Password could login into CMS for content updating. All CMS user accounts are maintained by Shure CMS System Administrator.

4.2 CMS Layout



The CMS interface simply consists of two components: the left navigation menu & the right main content area.

All CMS sections are listed on the navigation menu. When one of the CMS sections is clicked from the navigation menu, the main content area will display the corresponding content information.

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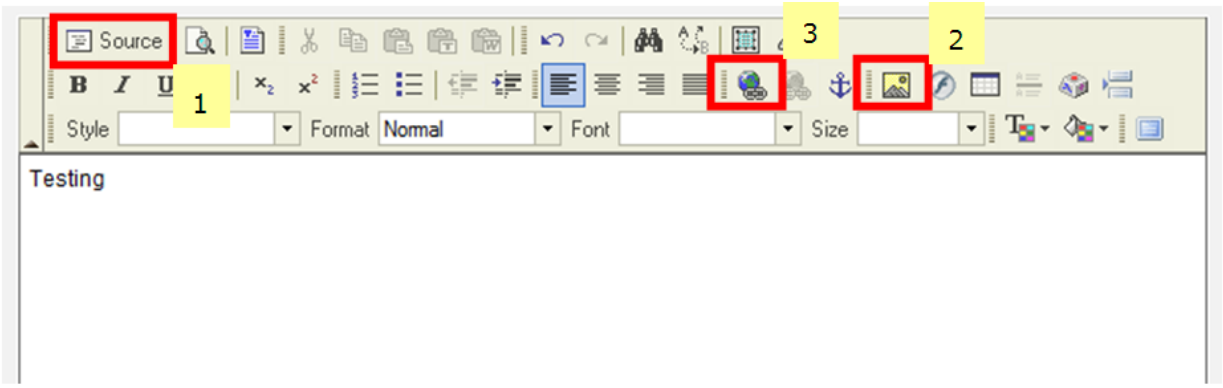
4.3 General Usage of HTML Editor



Some contents are edited through HTML editor - It is a user-friendly and Word-like editor that you can edit the contents whatever you want directly through CMS.

Some additional features:

1 Source	Switch to display original HTML source code
2 Image	Add an image to the content
3 Hyperlink	Add a hyperlink to the content

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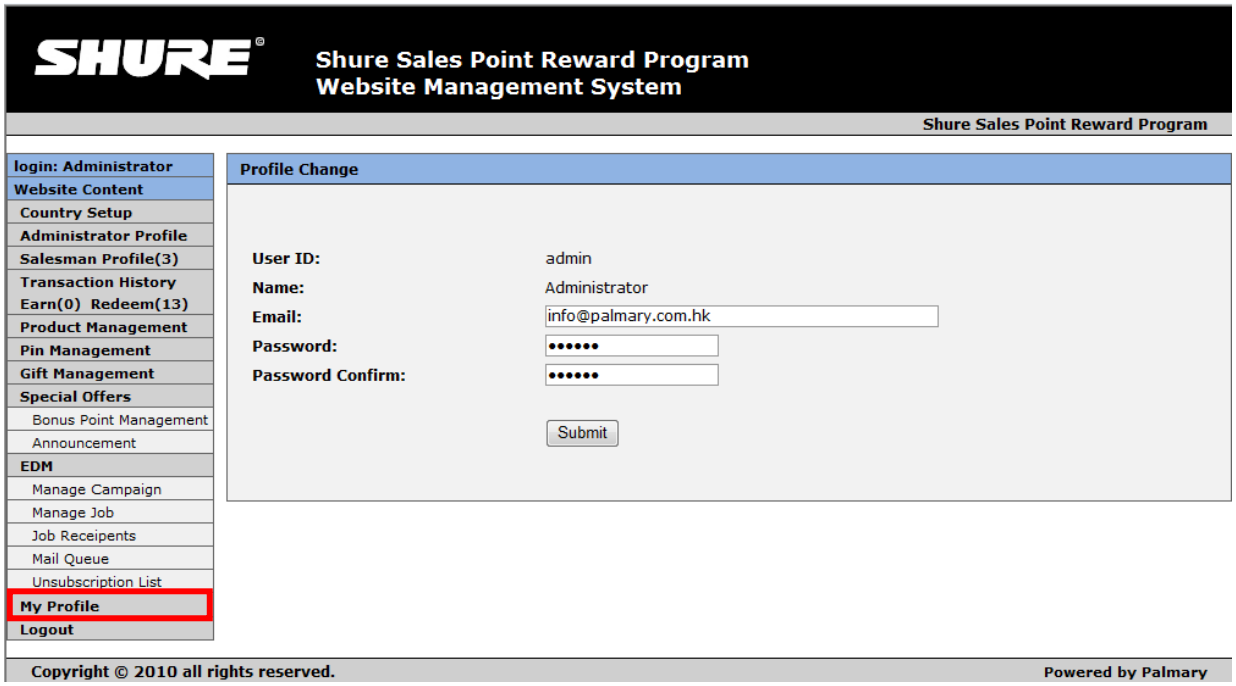
4.4 CMS Section – My Profile



If you want to change your email address or password, you can simply do it in the My Profile section.

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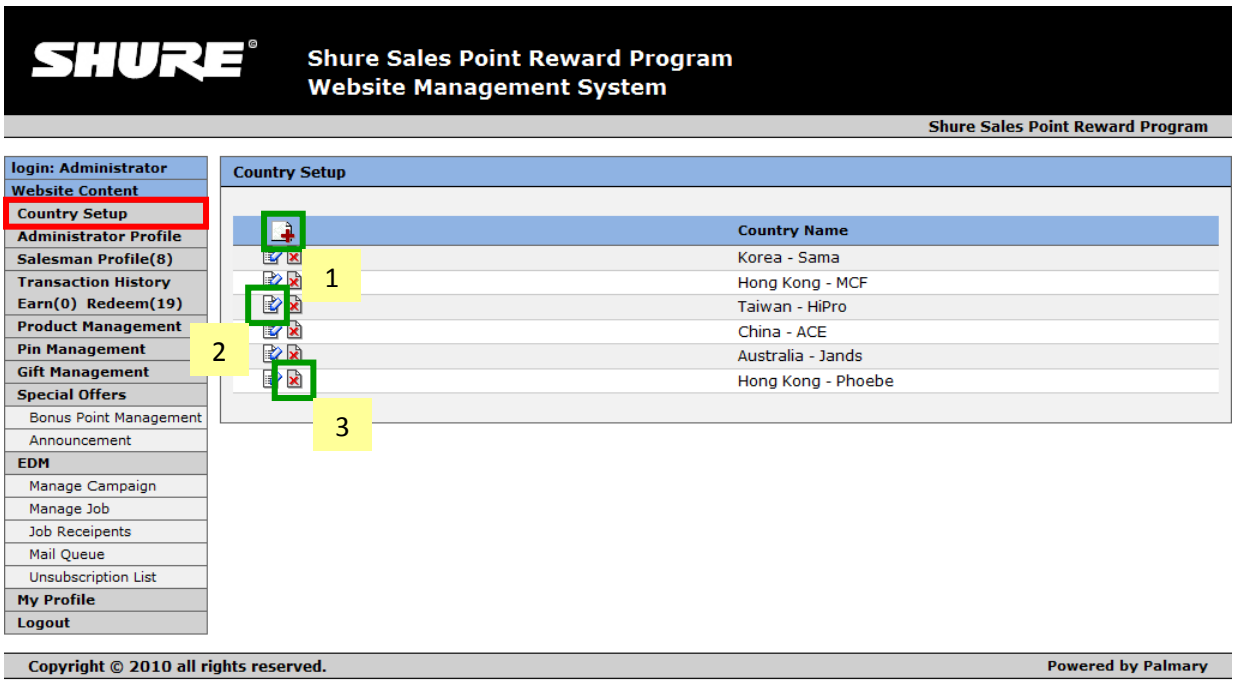
4.5 CMS Section – Country Setup



In the Country Setup section, it provides an interface for you to choose any of the following actions on the country list for the website.

1 Create a new country record

2 Edit an existing record

3 Delete an existing record

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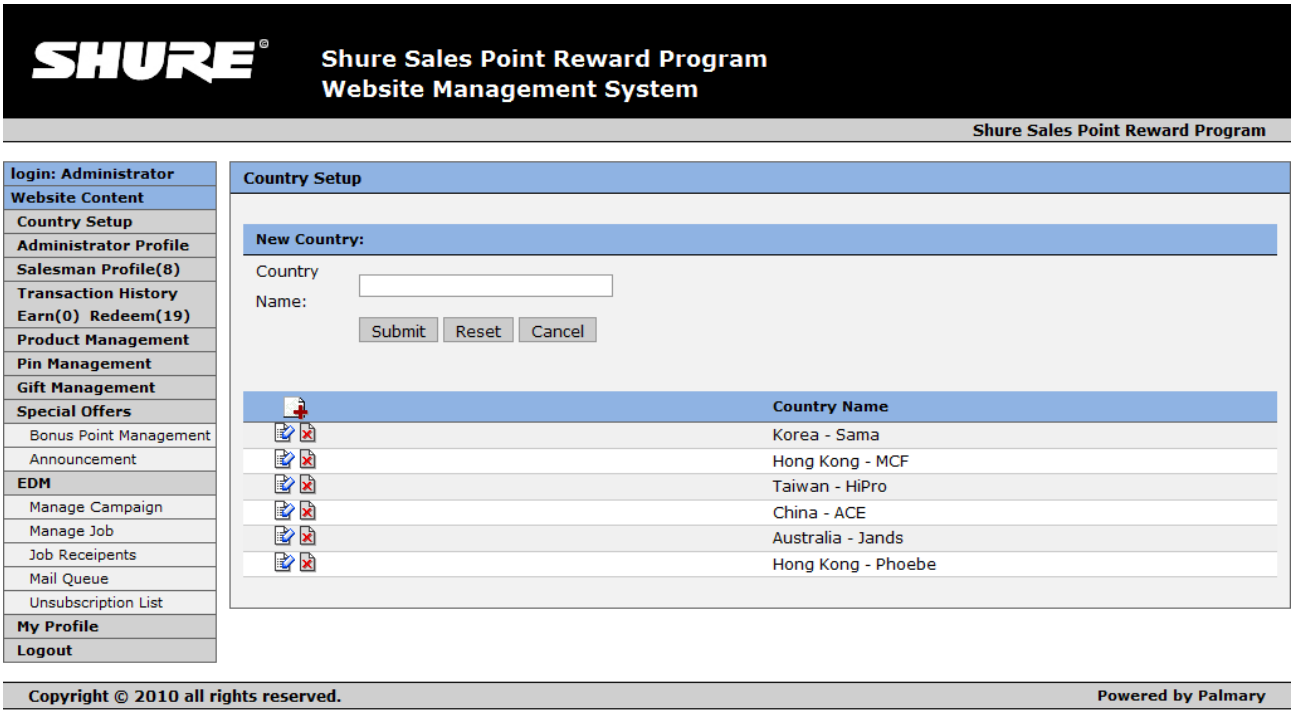

Field	***Description***
Country Name	Name of country (Followed by name of distributor)

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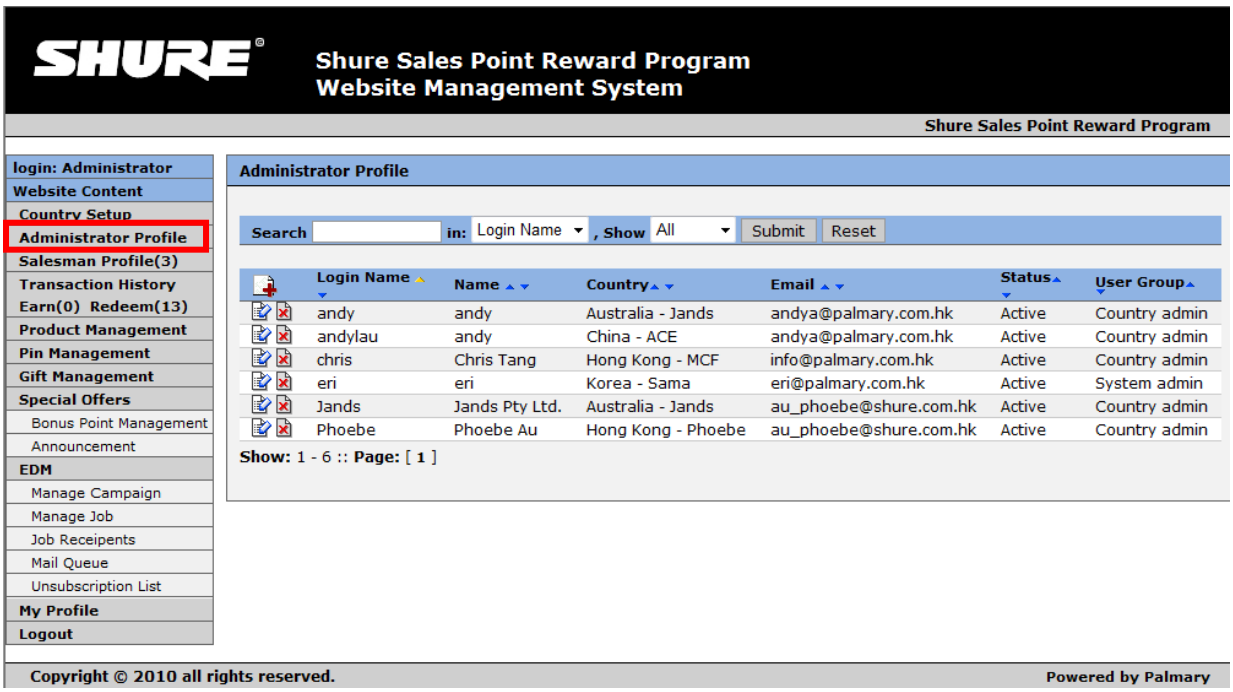
4.6 CMS Section – Administrator Profile


Shure Sales Point Reward Program
Website Management System
Shure Sales Point Reward Program
login: Administrator
Website Content
Country Setup
Administrator Profile
Salesman Profile(3)
Transaction History
Earn(0) Redeem(13)
Product Management
Pin Management
Gift Management
Special Offers
Bonus Point Management
Announcement
EDM
Manage Campaign
Manage Job
Job Receipents
Mail Queue
Unsubscription List
My Profile
Logout
Administrator Profile
Search in: Login Name , Show All Submit Reset
Login Name Name Country Email Status User Group
andy andy Australia - Jands andya@palmary.com.hk Active Country admin
andylau andy China - ACE andya@palmary.com.hk Active Country admin
chris Chris Tang Hong Kong - MCF info@palmary.com.hk Active Country admin
eri eri Korea - Sama eri@palmary.com.hk Active System admin
Jands Jands Pty Ltd. Australia - Jands au_phoebe@shure.com.hk Active Country admin
Phoebe Phoebe Au Hong Kong - Phoebe au_phoebe@shure.com.hk Active Country admin
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In the Administrator Profile section, you can manage all CMS System Administrator accounts and CMS Country Administrator accounts accessing to the CMS.

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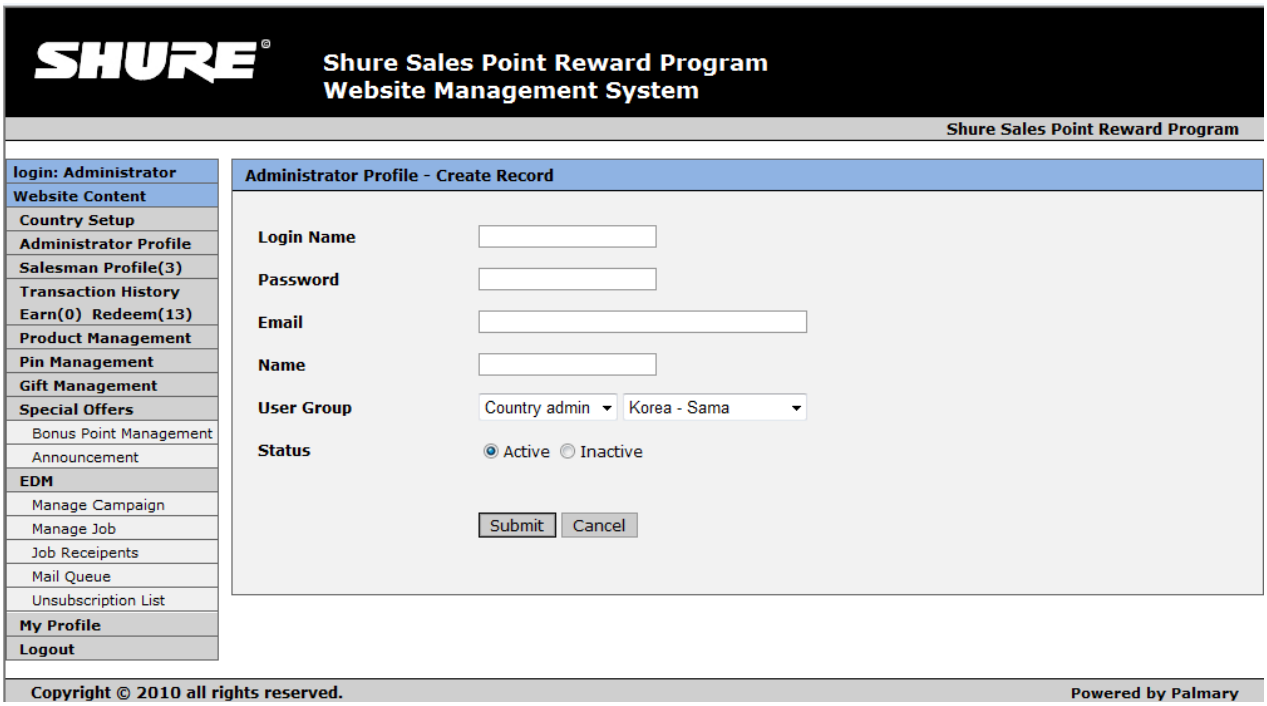

Field	***Description***
Login Name	Unique Login Name to login the CMS
Password	Password of administrator
Email	Email address of administrator
Name	Full name of administrator
User Group	System Administrator: assigned to access all country data Country Administrator: assigned to access specified country data only
Status	Active: this account is enabled Inactive: this account is disabled

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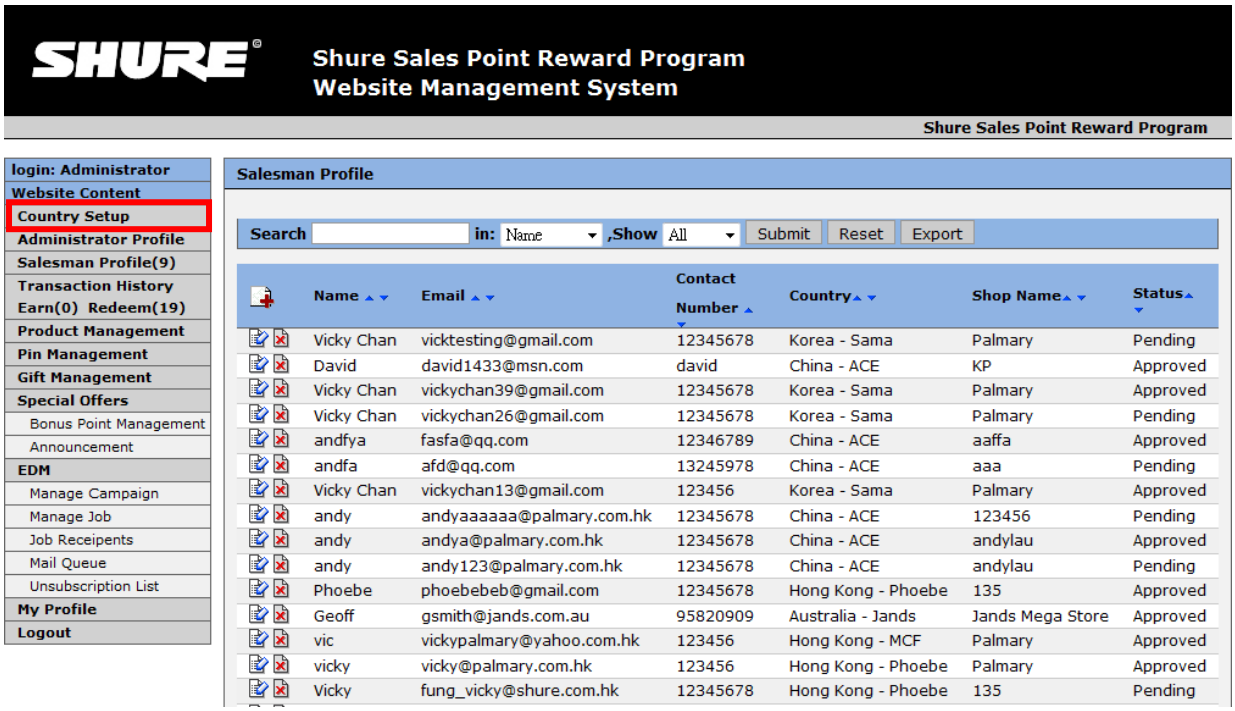
4.7 CMS Section – Salesman Profile



In case you wish to manage all Salesman accounts, you can click Salesman Profile in the left navigation bar. The number in the bracket next to the Salesman Profile prompts you for the total number of Salesman accounts with Pending status.

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Salesmen can register an account from the frontend of the website. Then, there are two steps to complete the Salesman registration.

Step 1: Email activation

Salesmen have to activate the accounts by email to prove that the email registered is valid.

Step 2: Manual Approval

Country Administrator has to change the Salesman status from “Pending” to “Approved” once the email activation is shown as “Yes”.

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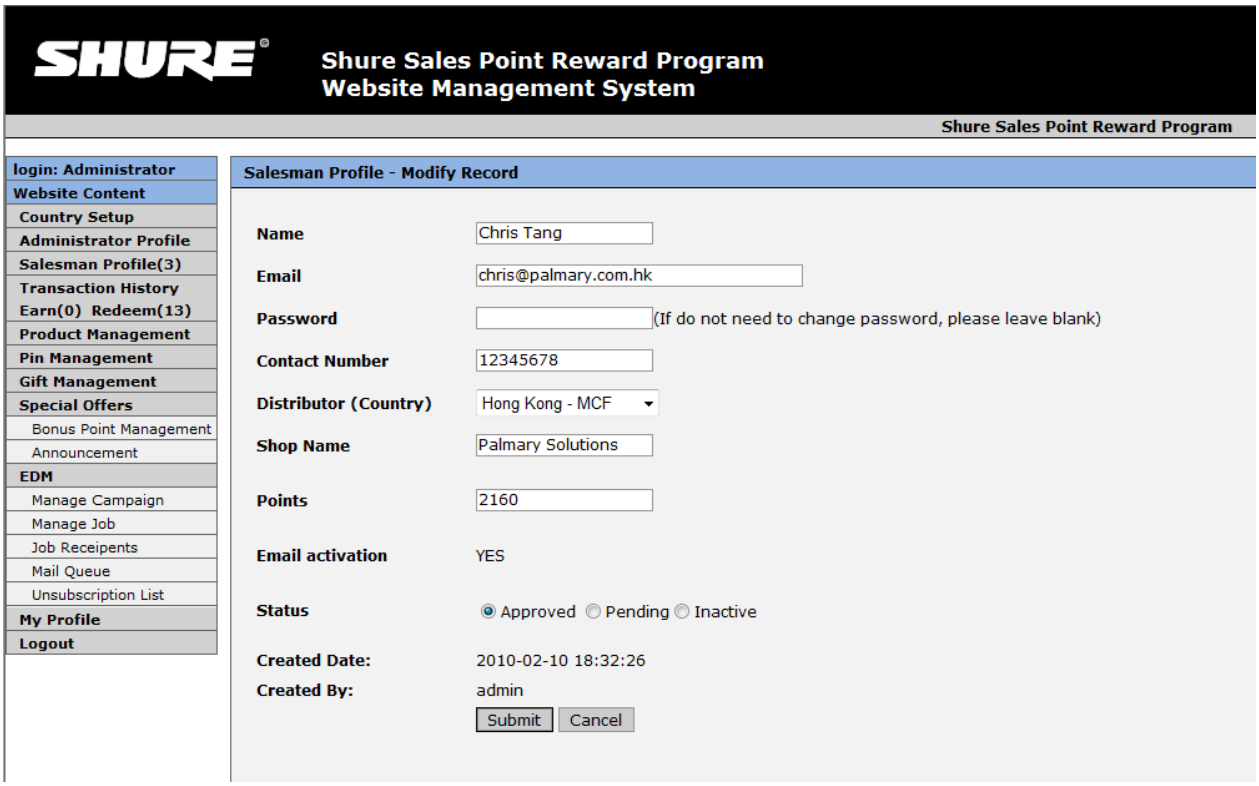

Field	***Description***
Name	Full name of Salesman
Email	Email address of Salesman
Password	New password of Salesman
Contact Number	Contact Number of Salesman
Country	Country the Salesman belongs to
Shop Name	Shop name of Salesman
Points	Total points of Salesman
Email activation	Yes: Salesman's email address has been verified by the System No: Salesman's email address has not been verified by the System
Status	Approved: Salesman has been approved to access the website Pending: Salesman waiting for approval by Country Administrator Inactive: Salesman is inactive and can no longer access the website

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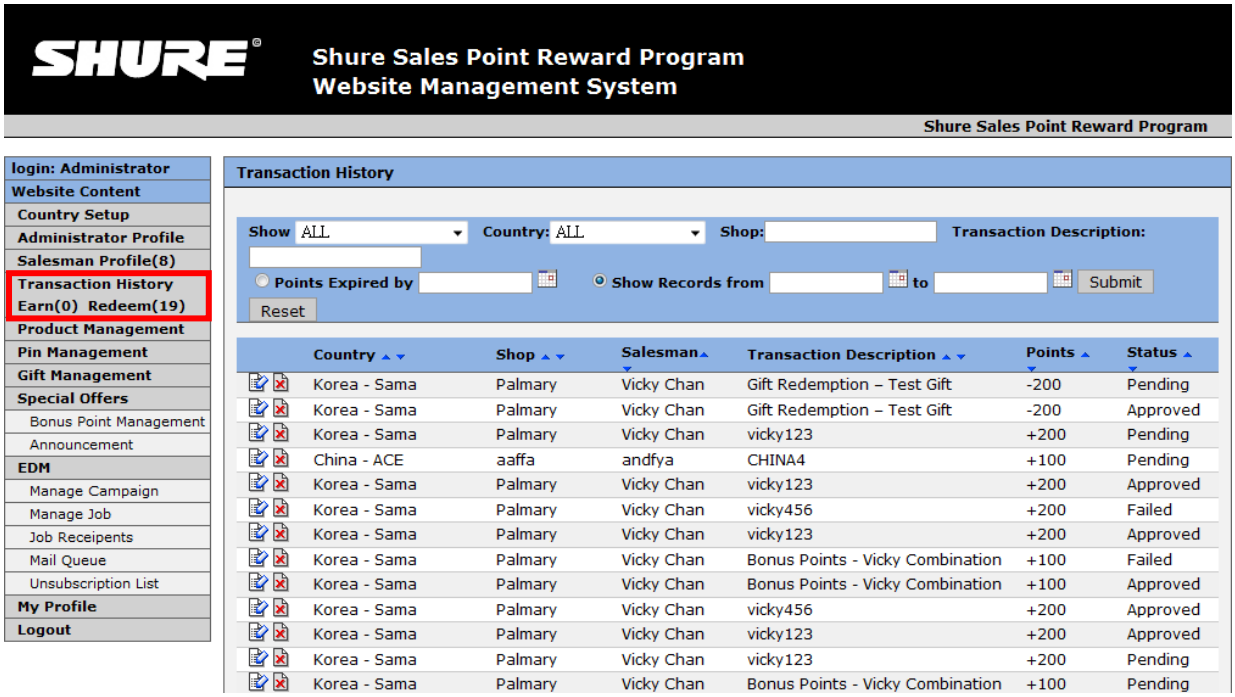
4.8 CMS Section – Transaction History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Website Management System
Shure Sales Point Reward Program
login: Administrator
Website Content
Country Setup
Administrator Profile
Salesman Profile(8)
Transaction History
Earn(0) Redeem(19)
Product Management
Pin Management
Gift Management
Special Offers
Bonus Point Management
Announcement
EDM
Manage Campaign
Manage Job
Job Receipents
Mail Queue
Unsubscription List
My Profile
Logout
Transaction History
Show ALL
Country: ALL
Shop:
Transaction Description:
Points Expired by
Show Records from
to
Submit
Reset
Country
Shop
Salesman
Transaction Description
Points
Status
Korea - Sama Palmary Vicky Chan Gift Redemption – Test Gift -200 Pending
Korea - Sama Palmary Vicky Chan Gift Redemption – Test Gift -200 Approved
Korea - Sama Palmary Vicky Chan vicky123 +200 Pending
China - ACE aaffa andfya CHINA4 +100 Pending
Korea - Sama Palmary Vicky Chan vicky123 +200 Approved
Korea - Sama Palmary Vicky Chan vicky456 +200 Failed
Korea - Sama Palmary Vicky Chan vicky123 +200 Approved
Korea - Sama Palmary Vicky Chan Bonus Points - Vicky Combination +100 Failed
Korea - Sama Palmary Vicky Chan Bonus Points - Vicky Combination +100 Approved
Korea - Sama Palmary Vicky Chan vicky456 +200 Approved
Korea - Sama Palmary Vicky Chan vicky123 +200 Approved
Korea - Sama Palmary Vicky Chan vicky123 +200 Pending
Korea - Sama Palmary Vicky Chan Bonus Points - Vicky Combination +100 Pending

In Transaction History section, you can manage all earn point transaction records and redemption transaction records by Salesman. The numbers in the bracket next to the Transaction History prompt you for the total numbers of earn point transaction records and redemption transaction records with Pending status correspondingly.

Salesman can earn points or redeem gifts from the frontend of the website, and you can ensure request information is valid before approving the earn points and gift redemption request.

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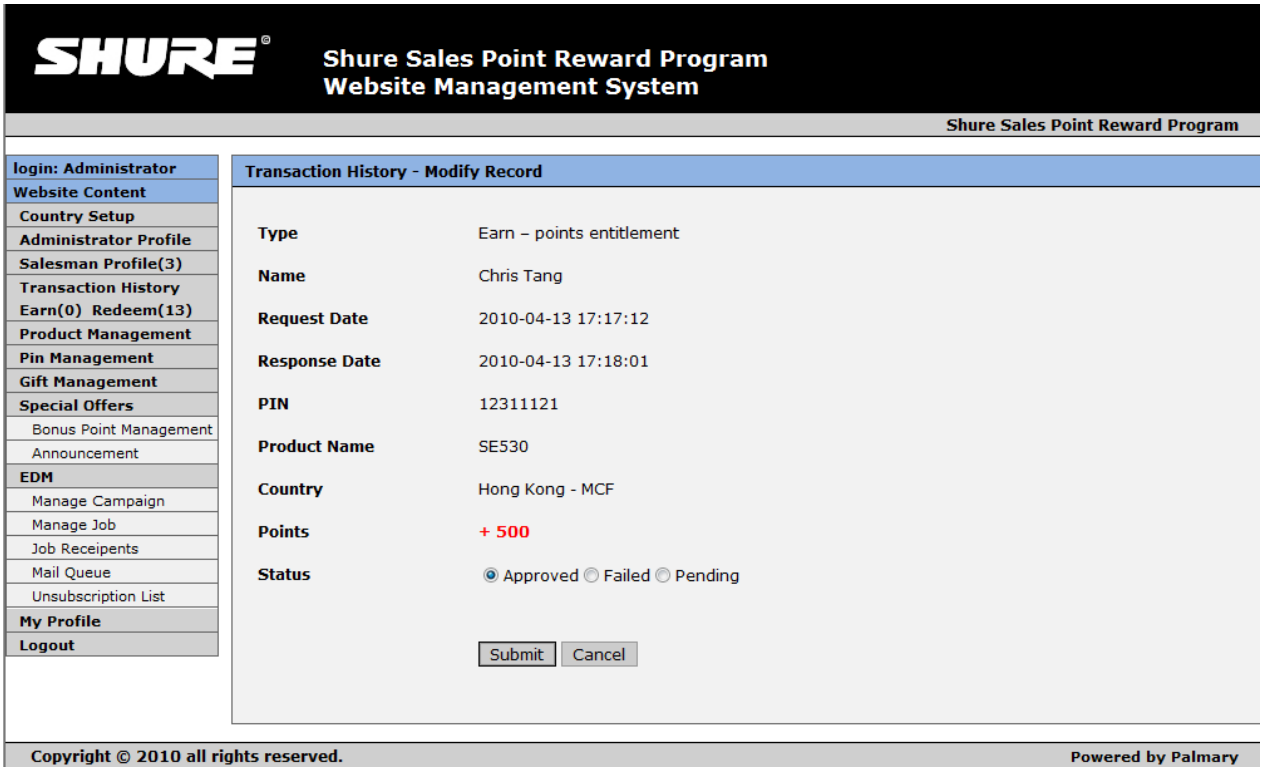

Field	***Description***
Type	Earn - points entitlement: Earn point request Earn - bonus point: Bonus point request Redeem: Gift redemption request
Name	Name of Salesman
Request Date	Request date by Salesman
Response Date	Response date by Country Administrator
PIN	PIN input by Salesman to earn points
Product Name	The selected product corresponding to the PIN
Country	Country the Salesman belongs to
Points	+: Points added to Salesman -: Points deducted to Salesman
Status	Approved: This request has been approved Failed: This request has been rejected Pending: This request is waiting for approval by Country Administrator

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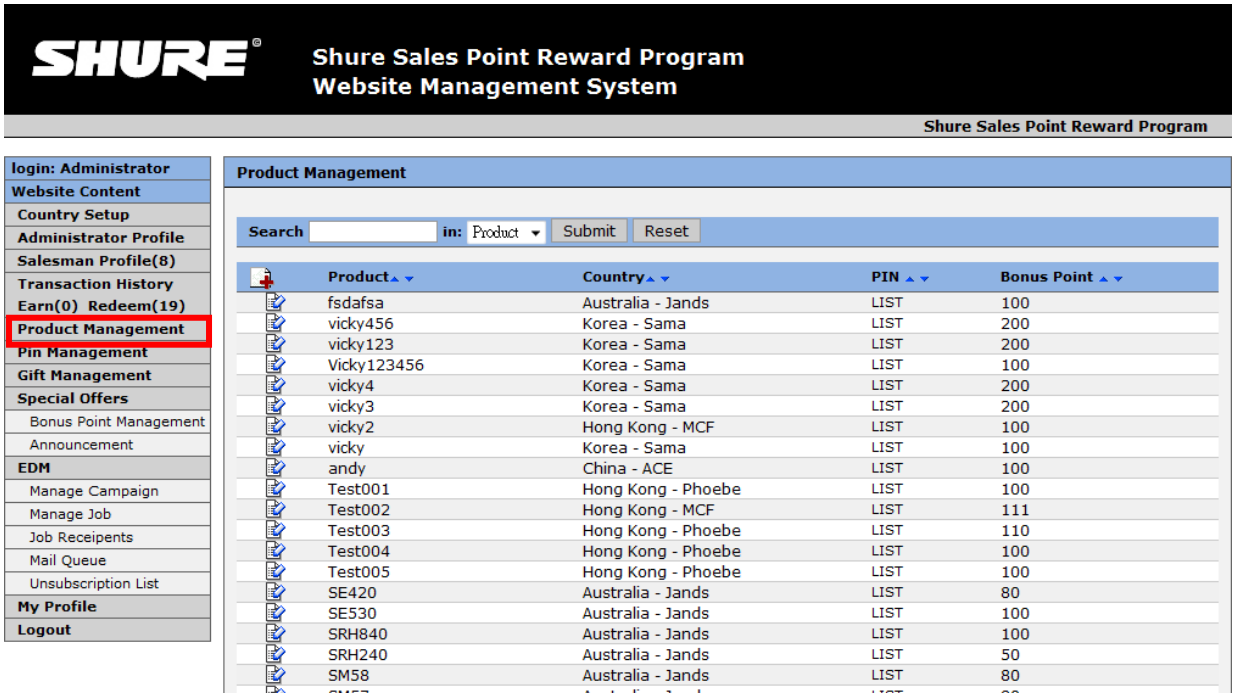
4.9 CMS Section – Product Management



Product Management section helps you manage all product records.

Full lists of PIN and bonus points of PIN of individual products are shown.

Field	***Description***
Product	Product the PIN belongs to
Country	Country(s) the product belongs to
PIN	PIN for earn points
Bonus Points	Bonus points of product

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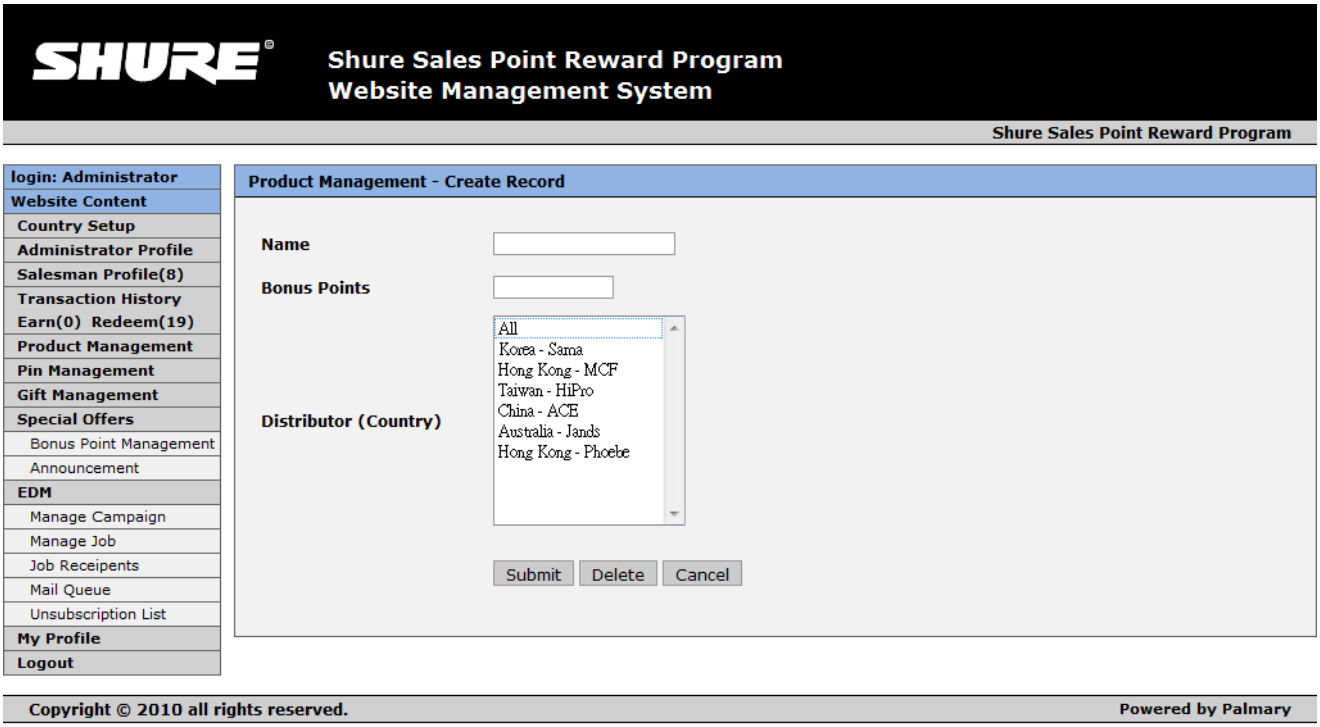

Field	***Description***
Name	Name of Product
Bonus Points	Bonus points of product
Country	Country(s) the product belongs to

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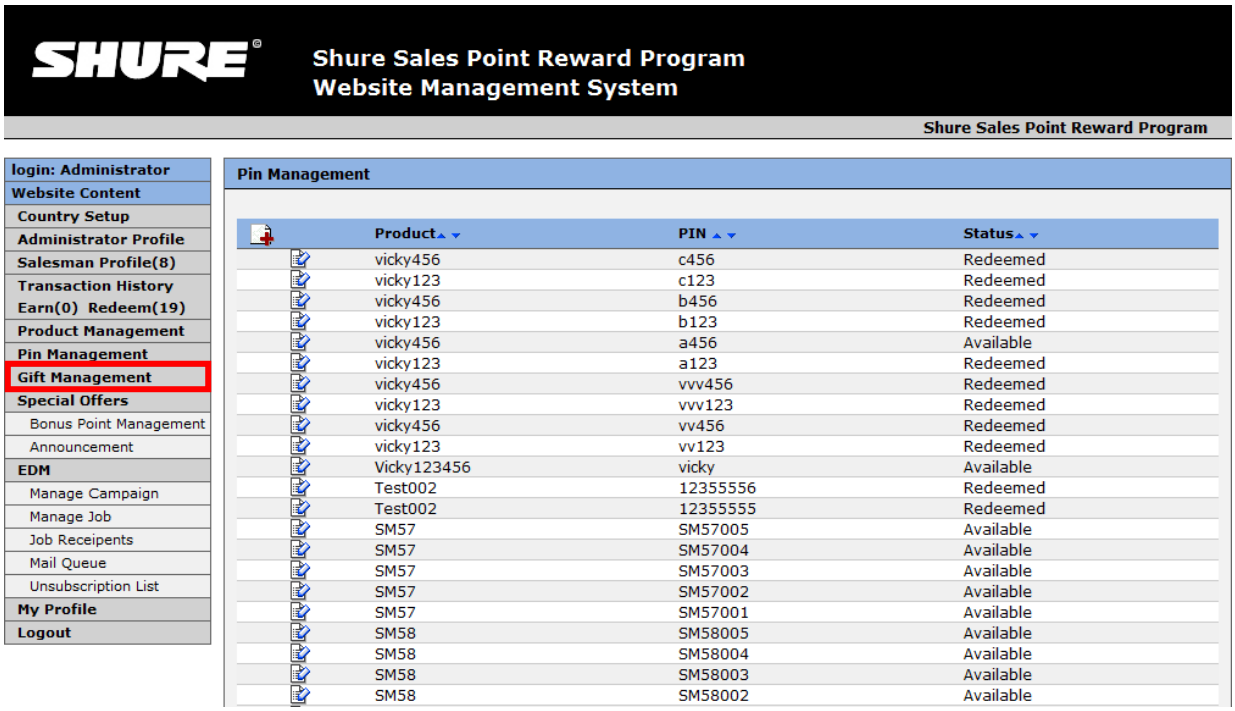
4.10 CMS Section – PIN Management



PIN Management section allows CMS System Administrator to manage all PIN records for earn points request.

Country Administrator can view their PIN records here.

Field	***Description***
Product	Product the PIN belongs to
PIN	PIN for earn points
Status	Available: PIN is available for "earn points" by Salesman Redeemed: PIN has already been registered by Salesman

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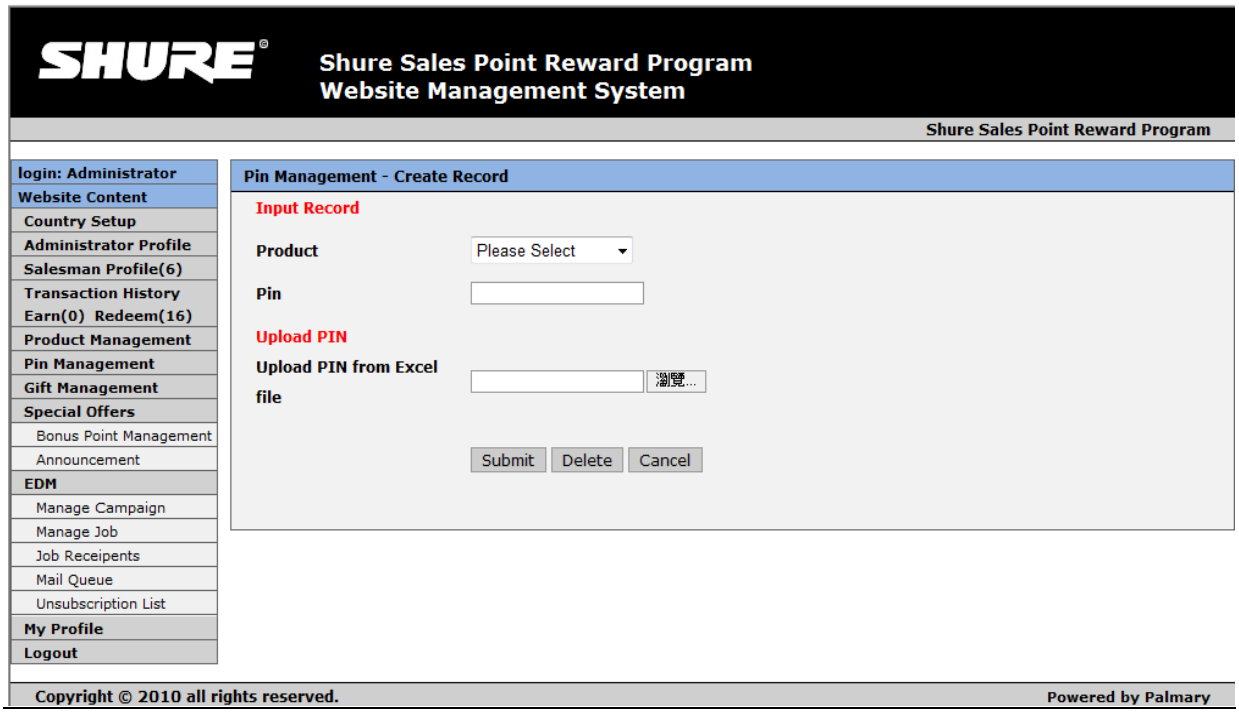

Field	***Description***
Product	Product the PIN belongs to
PIN	PIN for earn points
Upload PIN from Excel file	Batch importing of PIN from excel file

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A sample Excel file of PIN list to be imported into CMS:

	A	B	C	D	E	F	G	H
1	**Pack**	**Product**	**Country**	**Points**	**PIN**	**S/N**		
2	**1**	SM57/SM58	Australia - Jands	400	100000019099	A01001		
3		SM57/SM58	Australia - Jands	400	100000004156	A01002		
4		SM57/SM58	Australia - Jands	400	100000018503	A01003		
5		SM57/SM58	Australia - Jands	400	100000005742	A01004		
6		SM57/SM58	Australia - Jands	400	100000019015	A01005		
7		SM57/SM58	Australia - Jands	400	100000003121	A01006		
8		SM57/SM58	Australia - Jands	400	100000012755	A01007		
9		SM57/SM58	Australia - Jands	400	100000011452	A01008		
10		SM57/SM58	Australia - Jands	400	100000002393	A01009		
11		SM57/SM58	Australia - Jands	400	100000018049	A01010		
12		SM57/SM58	Australia - Jands	400	100000014639	A01011		
13		SM57/SM58	Australia - Jands	400	100000016934	A01012		
14		SM57/SM58	Australia - Jands	400	100000001059	A01013		
15		SM57/SM58	Australia - Jands	400	100000015186	A01014		
16		SM57/SM58	Australia - Jands	400	100000012069	A01015		
17		SM57/SM58	Australia - Jands	400	100000016054	A01016		
18		SM57/SM58	Australia - Jands	400	100000011136	A01017		
19		SM57/SM58	Australia - Jands	400	100000017038	A01018		
20		SM57/SM58	Australia - Jands	400	100000017946	A01019		
21		SM57/SM58	Australia - Jands	400	100000014313	A01020		
22		SM57/SM58	Australia - Jands	400	100000010930	A01021		
23		SM57/SM58	Australia - Jands	400	100000014524	A01022		
24		SM57/SM58	Australia - Jands	400	100000016436	A01023		
25		SM57/SM58	Australia - Jands	400	100000017762	A01024		
26		SM57/SM58	Australia - Jands	400	100000014666	A01025		
27		SM57/SM58	Australia - Jands	400	100000019568	A01026		

<u>2 notes for the PIN uploading:</u>

1. The top row must be included.
2. The file should be in xls. format.

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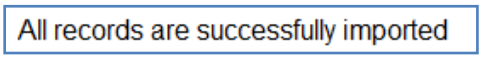
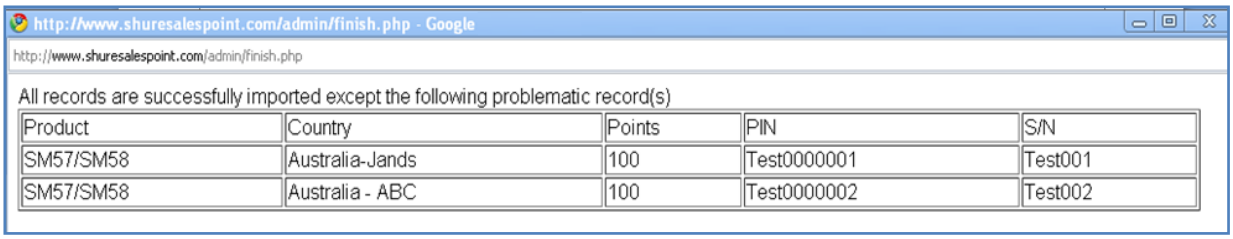
Column	Field	Description
A	Product	Name of product If the product name is not found in CMS, a new product with this name will be created under the assigned country
B	Country	Country assigned for this product The country field will be ignored if the country name is not found in CMS while Country Administrator will not have access of this country data, examples as below: *Valid: Australia – Jands / australia – jands* *Invalid: Australia-Jands / australia-jands*
C	Point	Point of product One product name should share the same no. of points
D	PIN	PIN available for Salesman to earn points on the website

If all records can be imported successfully, a pop-up message will be shown as below:



Otherwise the problematic record(s) will be shown:



*Remarks:

- Incorrect information: "Australia-Jands" and "Australia – ABC".
- Repeated PINs cannot be uploaded.

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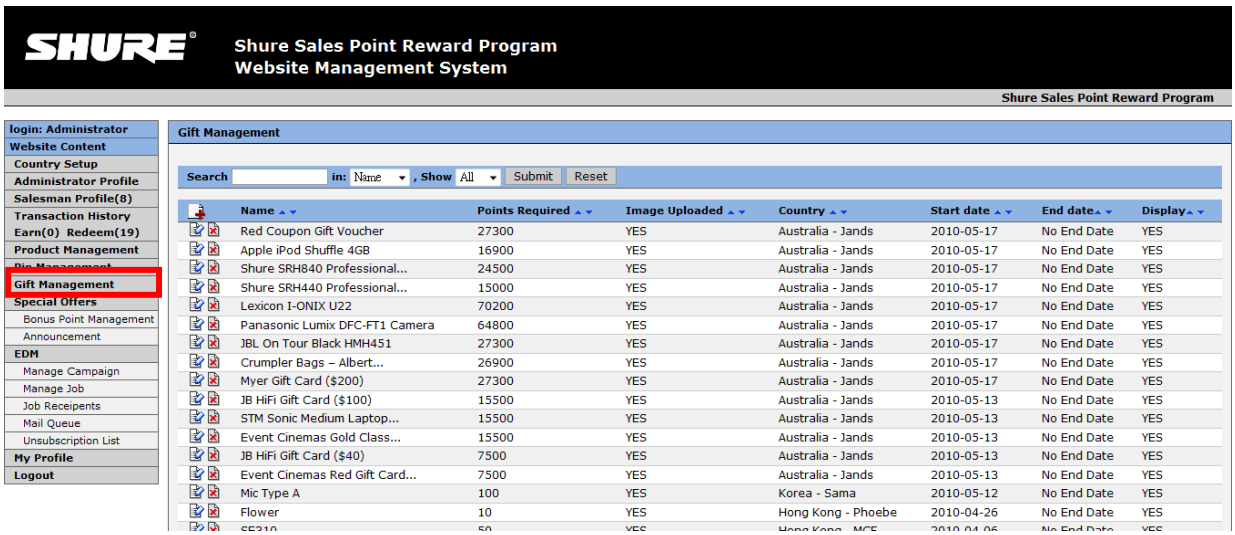
4.11 CMS Section – Gift Management


Shure Sales Point Reward Program
Website Management System
Shure Sales Point Reward Program
login: Administrator
Website Content
Country Setup
Administrator Profile
Salesman Profile(8)
Transaction History
Earn(0) Redeem(19)
Product Management
Gift Management
Special Offers
Bonus Point Management
Announcement
EDM
Manage Campaign
Manage Job
Job Receipents
Mail Queue
Unsubscription List
My Profile
Logout
Gift Management
Search in: Name , Show All Submit Reset
Name Points Required Image Uploaded Country Start date End date Display
Red Coupon Gift Voucher 27300 YES Australia - Jands 2010-05-17 No End Date YES
Apple iPod Shuffle 4GB 16900 YES Australia - Jands 2010-05-17 No End Date YES
Shure SRH840 Professional... 24500 YES Australia - Jands 2010-05-17 No End Date YES
Shure SRH440 Professional... 15000 YES Australia - Jands 2010-05-17 No End Date YES
Lexicon I-ONIX U22 70200 YES Australia - Jands 2010-05-17 No End Date YES
Panasonic Lumix DFC-FT1 Camera 64800 YES Australia - Jands 2010-05-17 No End Date YES
JBL On Tour Black HMH451 27300 YES Australia - Jands 2010-05-17 No End Date YES
Crumpler Bags – Albert... 26900 YES Australia - Jands 2010-05-17 No End Date YES
Myer Gift Card ($200) 27300 YES Australia - Jands 2010-05-17 No End Date YES
JB HiFi Gift Card ($100) 15500 YES Australia - Jands 2010-05-13 No End Date YES
STM Sonic Medium Laptop... 15500 YES Australia - Jands 2010-05-13 No End Date YES
Event Cinemas Gold Class... 15500 YES Australia - Jands 2010-05-13 No End Date YES
JB HiFi Gift Card ($40) 7500 YES Australia - Jands 2010-05-13 No End Date YES
Event Cinemas Red Gift Card... 7500 YES Australia - Jands 2010-05-13 No End Date YES
Mic Type A 100 YES Korea - Sama 2010-05-12 No End Date YES
Flower 10 YES Hong Kong - Phoebe 2010-04-26 No End Date YES

Gift Management section furnishes you an easy-to-use method to manage all gifts for Salesman redemption.

Field	***Description***
Name	Name of gift
Points Required	Points required for gift redemption
Image Uploaded	Yes: Gift photo is uploaded No: Gift photo is not uploaded
County	Country the gift belongs to
Start date	Start date of gift redemption
End Date	End date of gift redemption
Display	Yes: Gift is available to be redeemed on the website No: Gift is not being shown on the website

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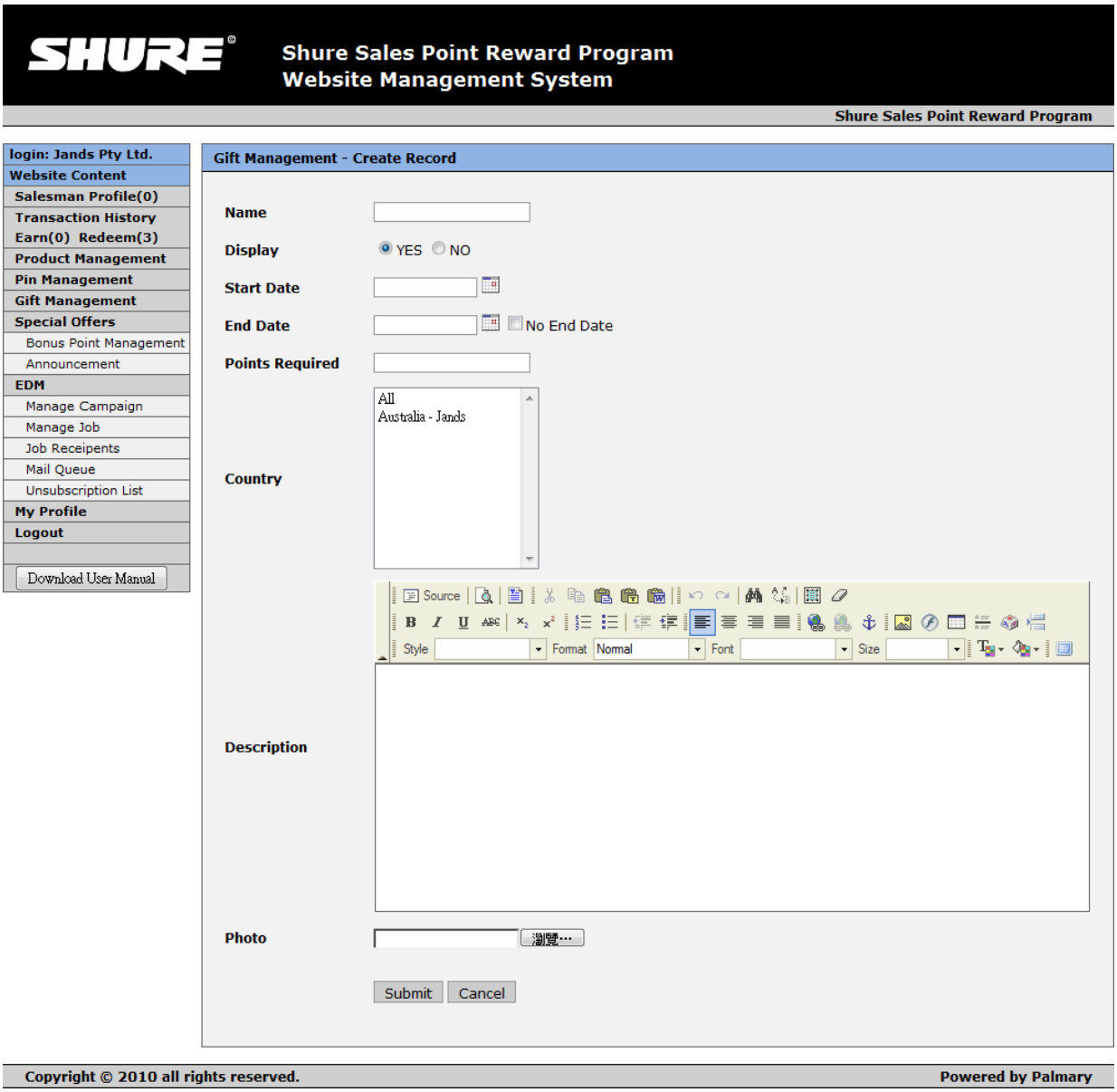

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Field	***Description***
Name	Name of gift
Display	Yes: Gift is available to be redeemed on the website No: Gift is not shown on the website
Start Date	Start date of gift redemption
End Date	End date of gift redemption
Points Required	Points required for gift redemption
Country	Country(s) the gift belongs to
Description	Description of gift
Photo	Photo of gift

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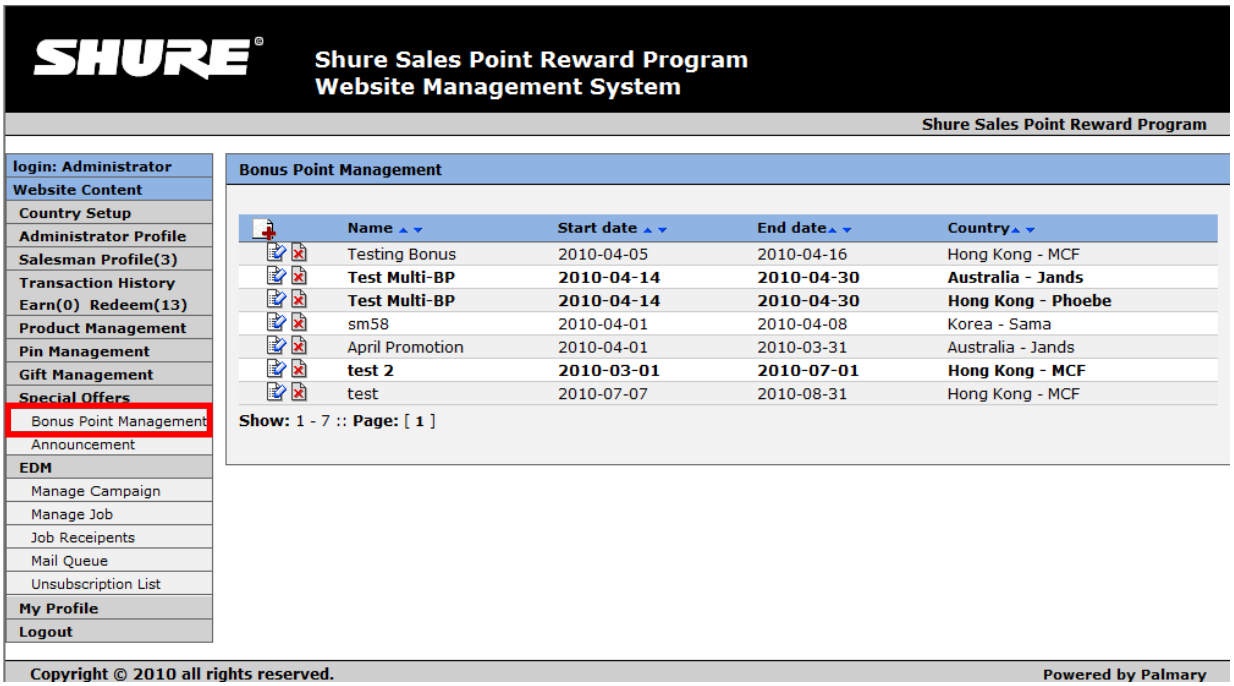
4.12 CMS Section – Special Offer: Bonus Point Management



Bonus Point Management section is a straightforward control panel for you to manage all special bonus point programs for salesmen to earn points. The bold records are the currently active bonus point programs on the website.

Both CMS System Administrator and Country Administrator can create, edit or delete a bonus point program.

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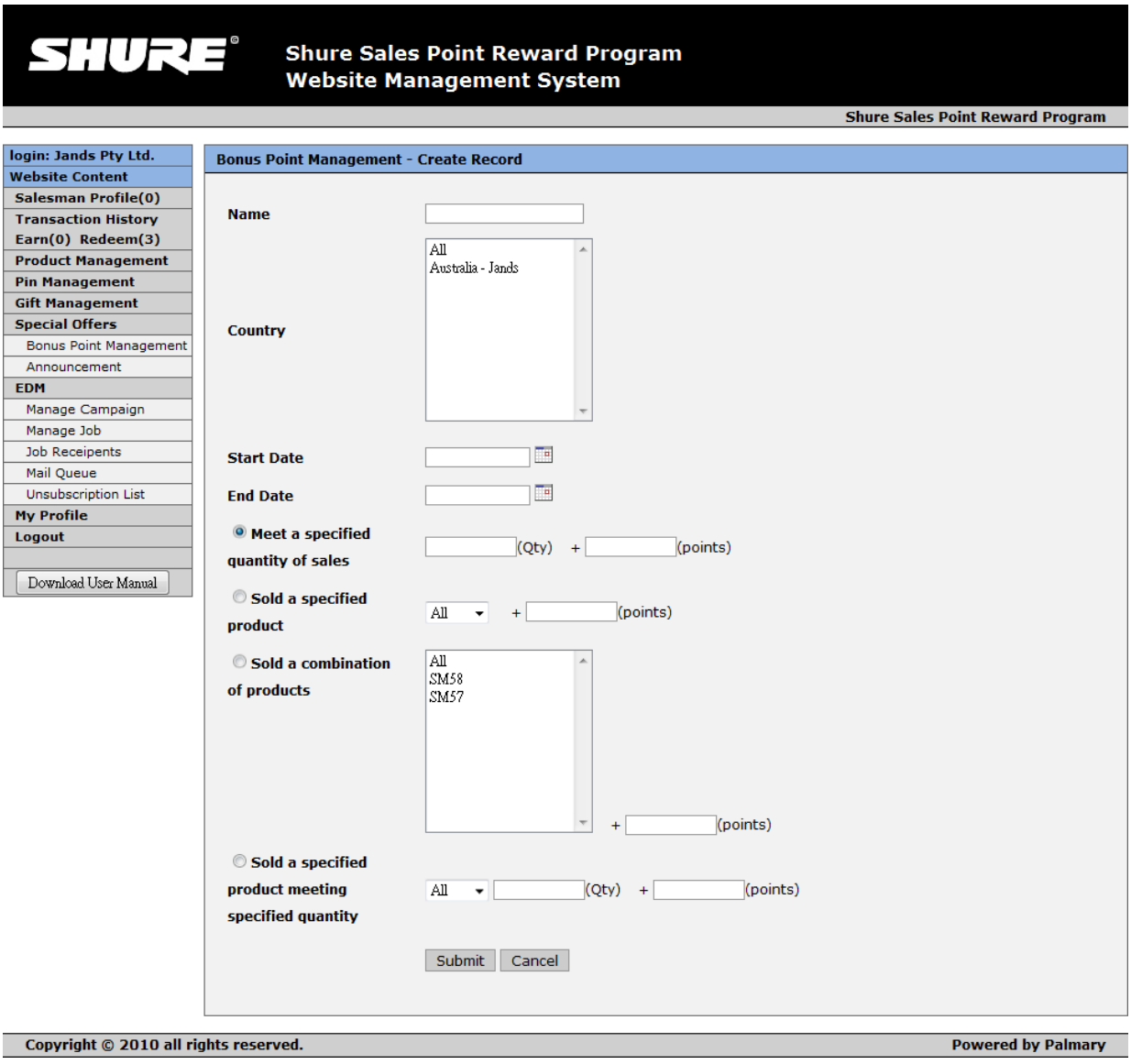

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Field	***Description***
Name	Name of bonus point program
Country	Country(s) the bonus point program belongs to
Start Date	Start date of bonus point program
End Date	End date of bonus point program
Meet a specified quantity of sales	Additional points added to Salesman for meeting a specified quantity of sales during the bonus point period
Sold a specified product	Additional points added to Salesman for selling a specified product during the bonus point period
Sold a combination of products	Additional points added to Salesman for selling a combination of specified products during the bonus point period
Sold a specified product meeting specified quantity	Additional points added to Salesman for selling a combination of specified products with specified quantity of sales during the bonus point period

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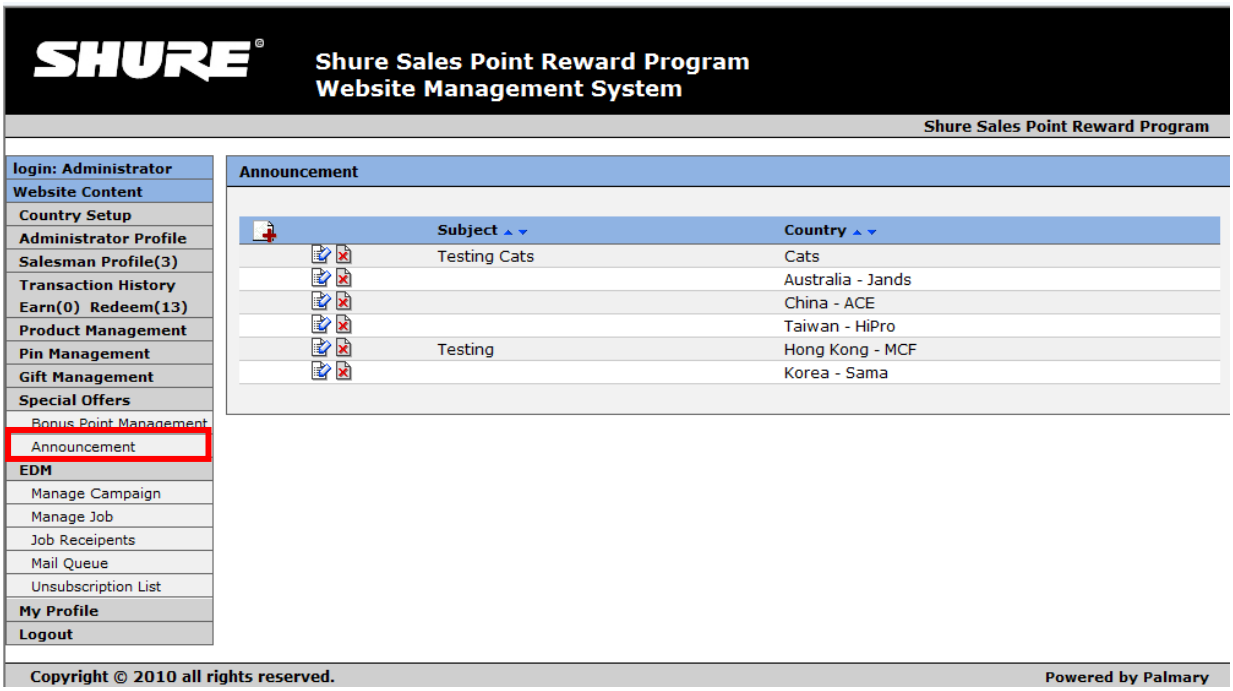
4.13 CMS Section – Special Offer: Announcement



You can use the Announcement section to manage Special Offer content on the website in an efficient way.

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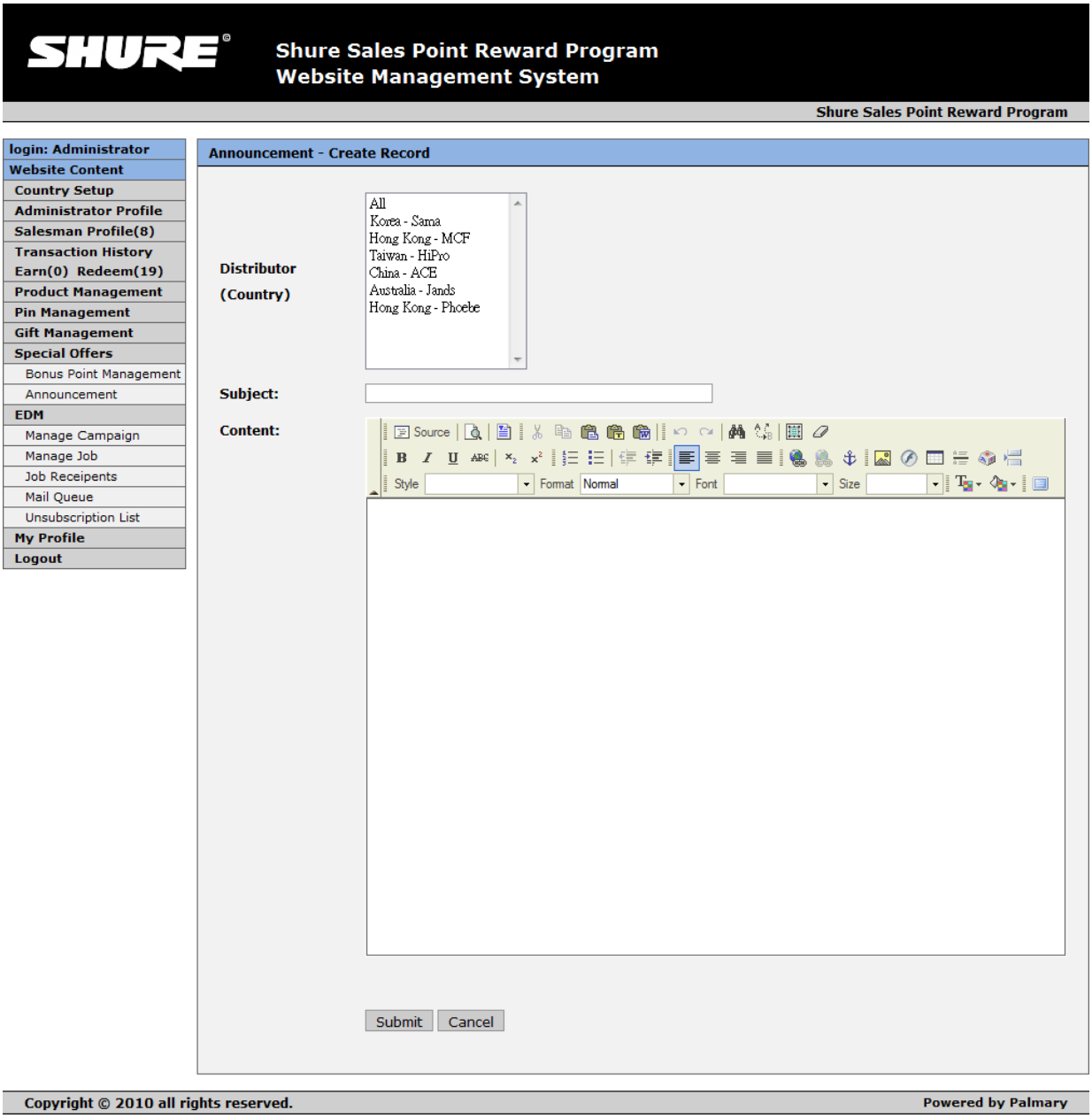

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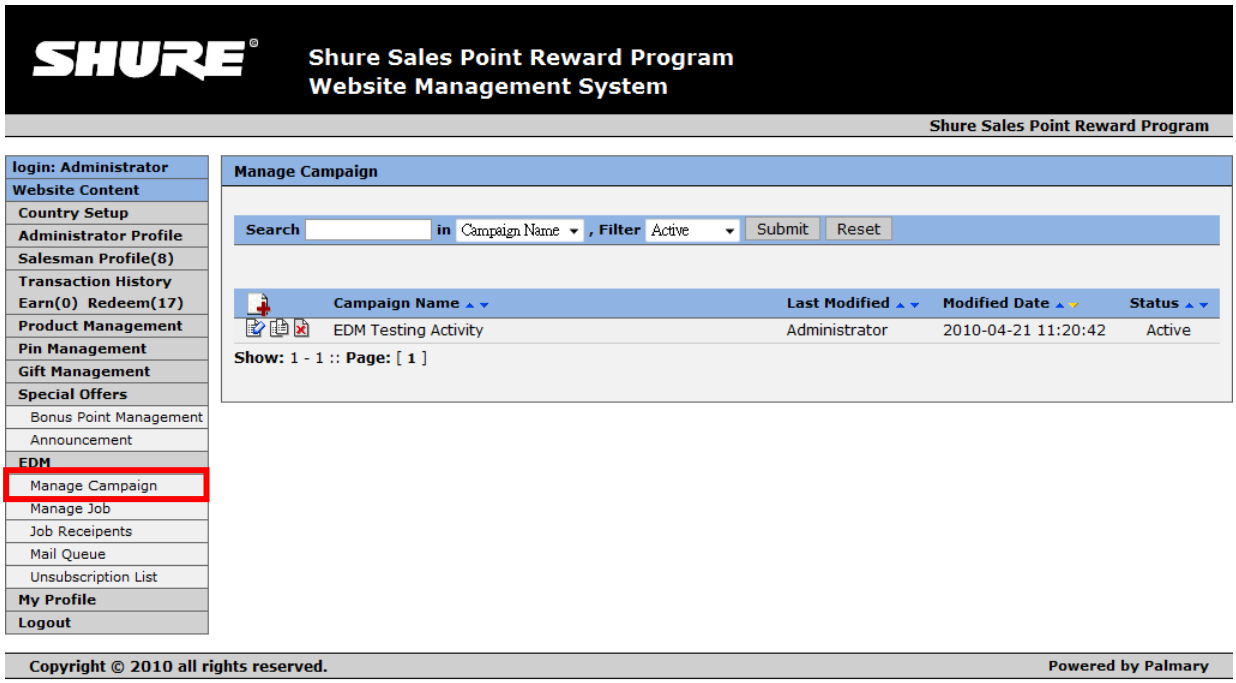
Field	*Description*
Country	Country(s) the Special Offer page belongs to
Subject	Subject of this special offer page
Content	Content of this Special Offer page

4.14 CMS Section – Manage Campaign

In "Manage Campaign" page, you can choose to create, edit, copy or delete a campaign.



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4.14.1 Create Record

Click to create a record.

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Field	***Description***
Start Date	The starting date for displaying this campaign in "Create Job" section which will be further explained in section 4.4.1
End Date	The ending date for displaying this campaign in "Create Job" section which will be further explained in section 4.4.1
Campaign Name	Name of New Campaign
Campaign Description	Remark info about campaign
Subject	New subject for this campaign
From Name	Name of email sender
From Email	Email address of sender
Unsubscription Language	Chosen language for unsubscription
Unsubscription Label	Wording for Unsubscription Link
Web Preview Label	Wording for Web Preview Link
Web Preview Link	URL for Web Preview Link
Merge Show Name	Indicated show name
Mail Merge Field	Menu for choosing Mail Merge Field to be inserted into email content
Email Content	Email content for preview
Status	Status of this campaign, either "active" or "deleted"

After filling in all info, a user can choose to do the following actions at the bottom:

Button	***Action***
Submit	Confirmed all the info filled in are correct, save it and quit
Cancel	Cancel this campaign
Preview	View the effect before submission
Test Send	Test this campaign before submission

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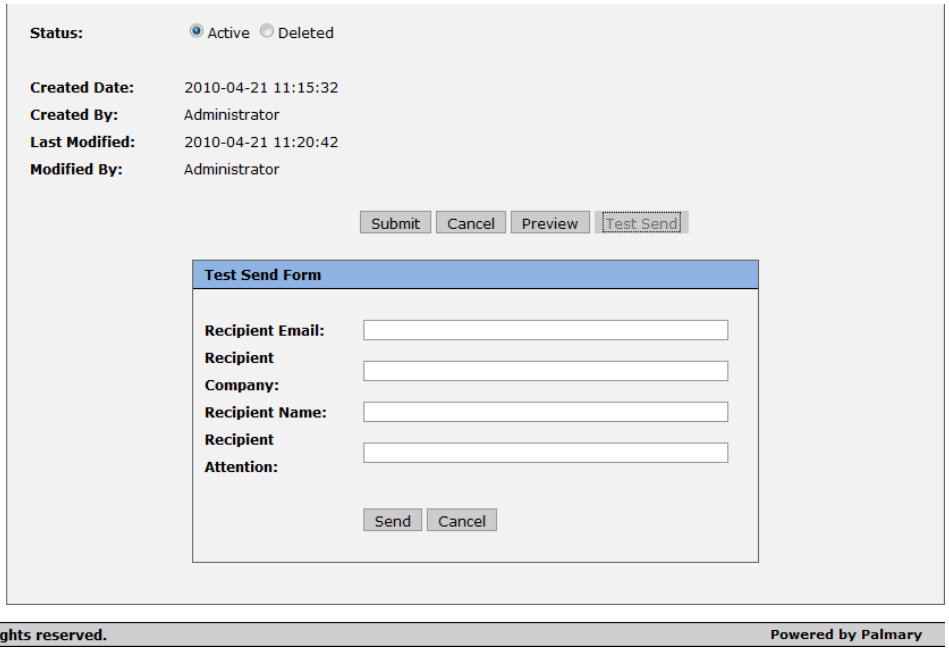
After clicking "Test Send" button, the below Test Send Form will be displayed:



Field	***Description***
Recipient Email	Email address of Receiver
Recipient Company	Company of Receiver
Recipient Name	Name of Receiver
Recipient Attention	Attention of Receiver, for example, Mr. / Mrs. / Ms.

After filling in the contact details of the recipient, you can click the "send" or "cancel" button to send or cancel the testing email.

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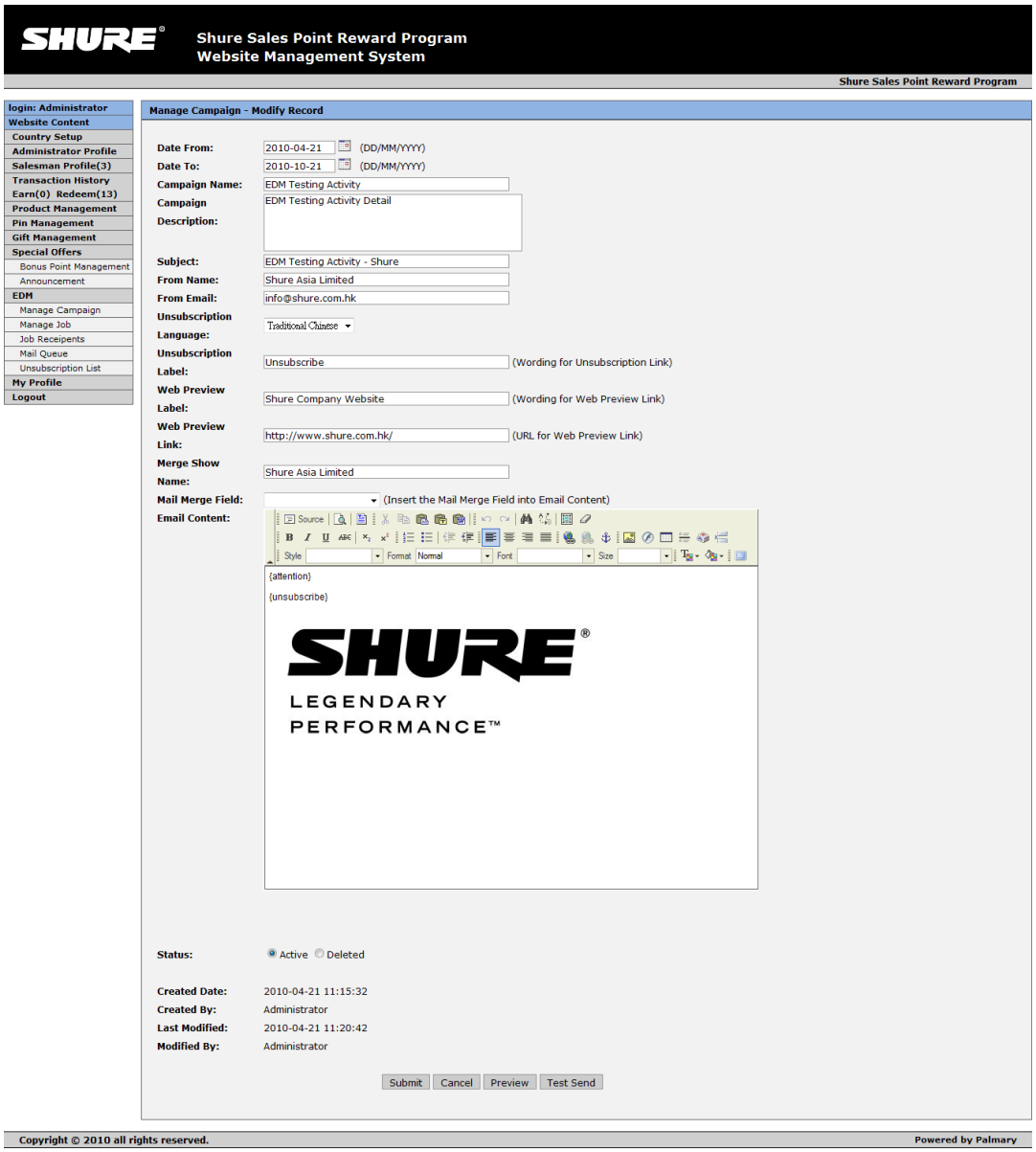
4.14.2 Modify campaign

Click to modify the campaign.



After editing the field, you can select to "Submit" directly, or "Cancel" this modification, or "Preview", or "Test Send".

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4.14.3 Delete Campaign

Click to copy campaign. You can also edit all the info of the campaign before submission.

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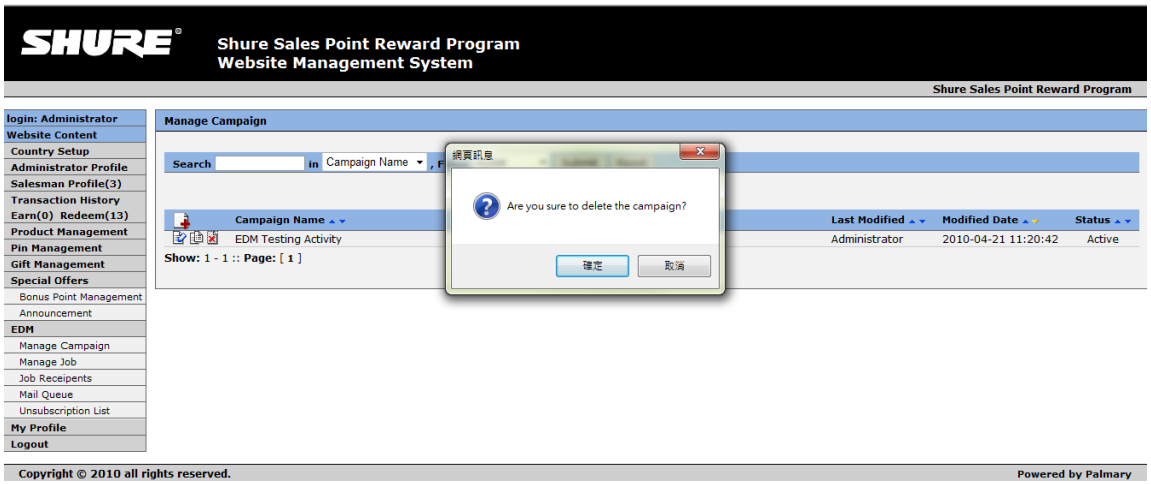
4.14.4 Delete Campaign

Click to delete campaign.



Change the status from “Active” to “Deleted” and then “Submit”.

It will pop up a message to confirm “Are you sure to delete the campaign?” If confirmed, choosing “Yes” will delete the campaign.

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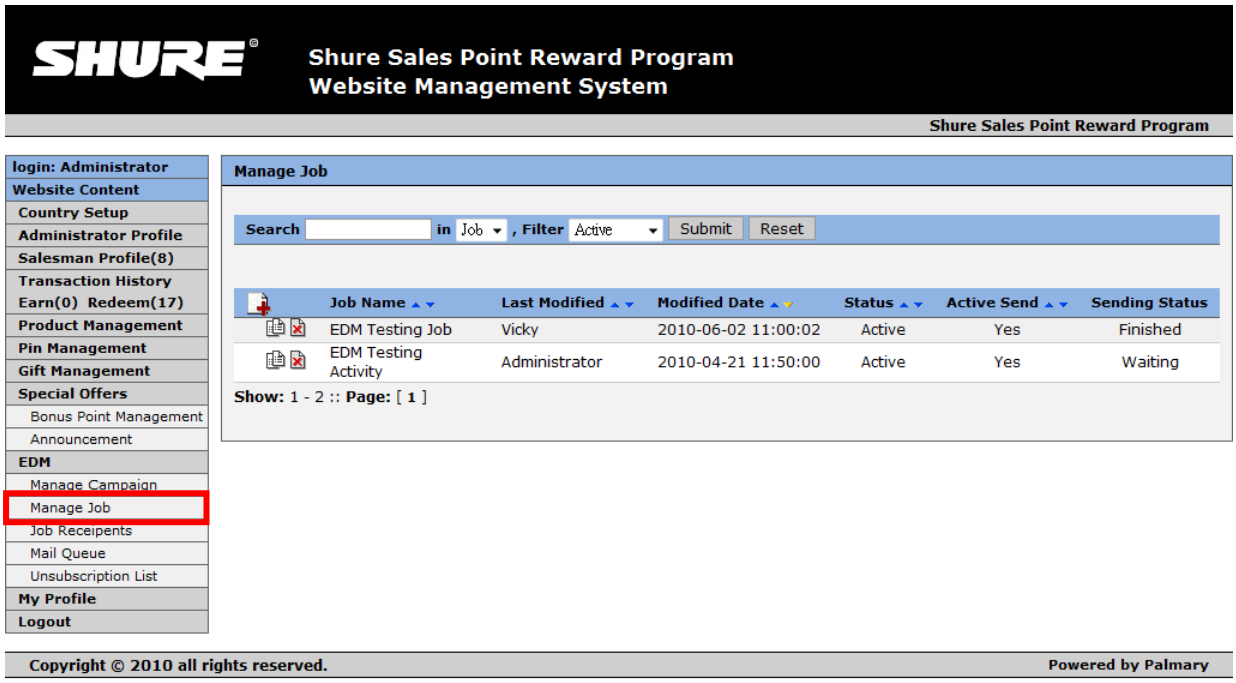
4.15 CMS Section – Manage Job

In "Manage job" page, you can create record, copy or delete campaign.



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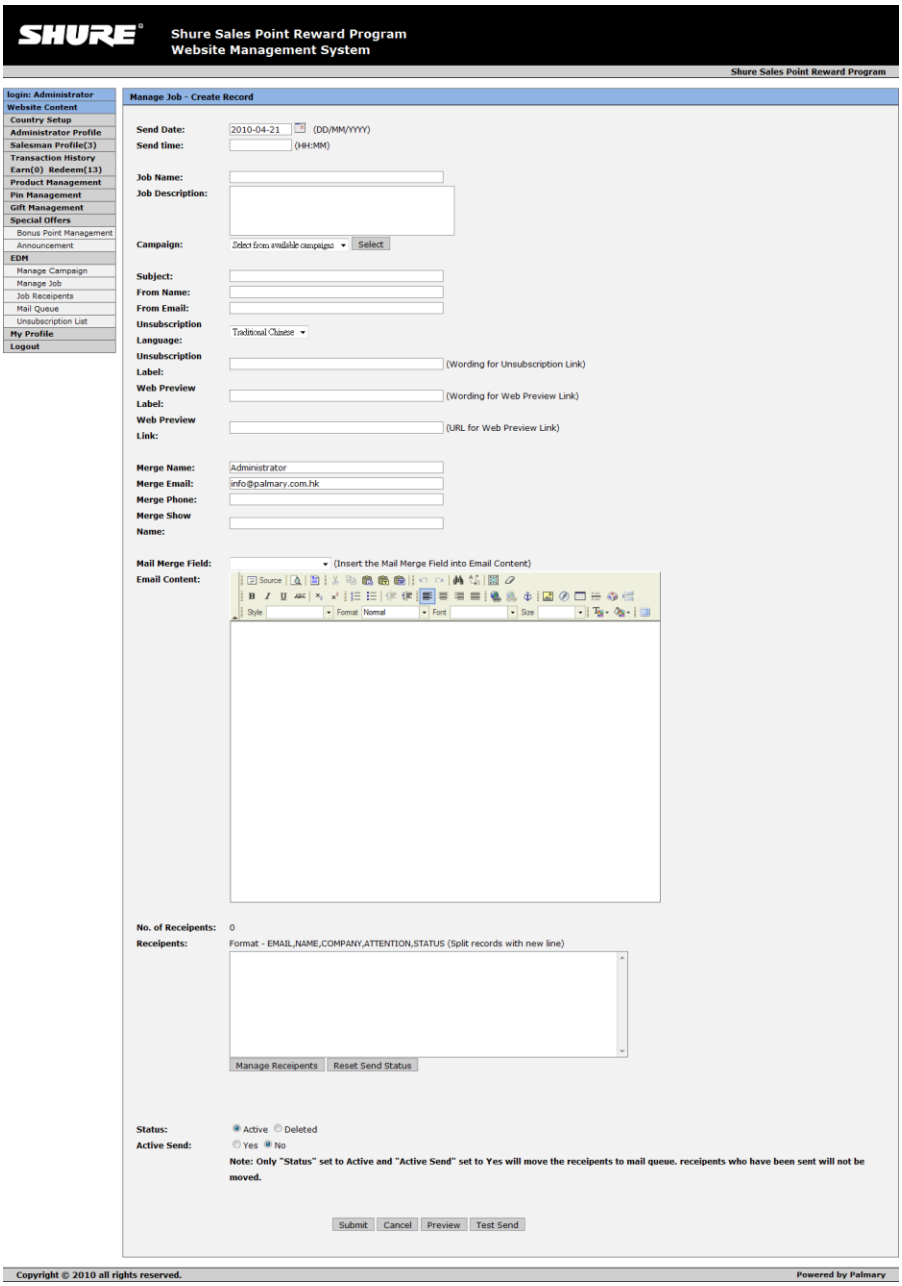
4.15.1 Create Job

Click to create job.



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Field	***Description***
Send Date	Job sending date
Send Time	Job sending time (00:00 - 23:59)
Job Name	Name of Job
Job Description	Remark info about Job
Campaign	Select the campaign which the user would like to send from the list, and then press the "nearby" button to apply
Subject	Email subject for this Job
From Name	Name of email sender
From Email	Email address of sender
Unsubscription Language	Chosen language for unsubscription
Unsubscription Label	Wording for Unsubscription Link
Web Preview Label	Wording for Web Preview Link
Web Preview Link	URL for Web Preview Link
Merge Name	Wording for the "Merge Name" content of the pull down menu for "Mail Merge Field"
Merge Email	Wording for the "Merge Email" content of the pull down menu for "Mail Merge Field"
Merge Phone	Wording for the "Merge Phone" content of the pull down menu for "Mail Merge Field"
Merge Show Name	Wording for the "Merge Show Name" content of the pull down menu for "Mail Merge Field"
Mail Merge Field	Menu for choosing Mail Merge Field to be inserted into email content
Email Content	Email content for preview
No. of Recipient	Show the total number of recipient
Recipients	Show the email, name, company, attention and status of the recipients
Manage Recipients	Allow Checking of each recipient's sending status, and also to create, modify or delete any
Reset Send Status	Click to reset the job details
Status	Choose the status of the job, either "Active" or "Deleted"
Active Send	Choose "Yes" to start sending and moving recipients to the mail queue. Recipients who have been sent cannot be removed.

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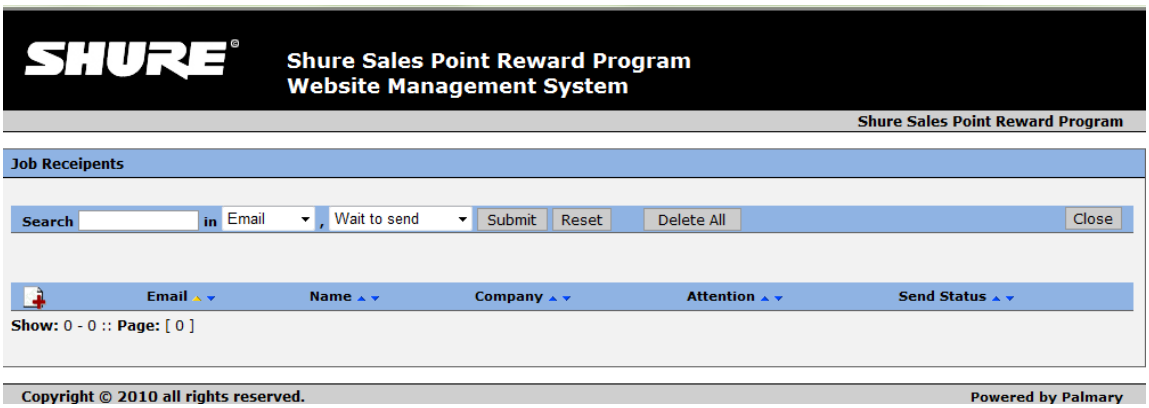
After clicking the "Manage Recipients" button in the "Recipients" part, the below screen will be shown:


Shure Sales Point Reward Program
Website Management System
Shure Sales Point Reward Program
Job Receipents
Search in Email , Wait to send Submit Reset Delete All Close
Email Name Company Attention Send Status
Show: 0 - 0 :: Page: [0]
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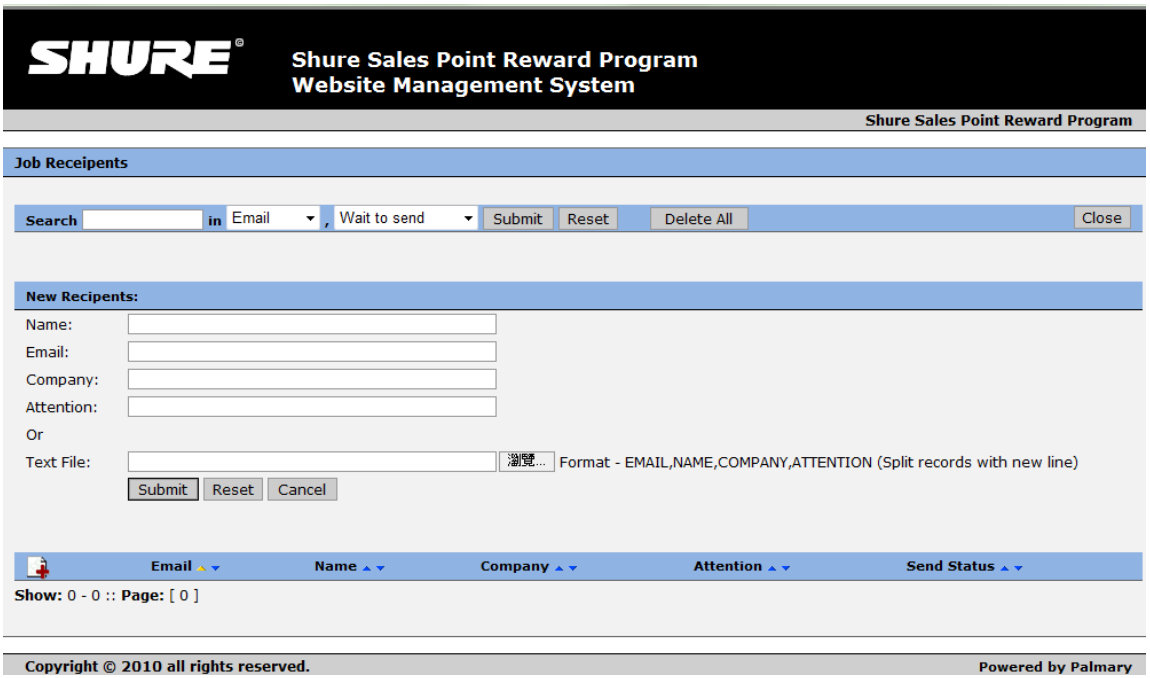
Powered by Palmary

Click to add recipients and the following form will be displayed:



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Field	***Description***
Job	Choose the which job the recipient belongs to
Name	Name of recipient
Email	Email of recipient
Company	Company the recipient belongs to
Attention	Attention of the recipient, for example, Mr. / Mrs. / Ms.
Text File	Select an excel file which includes the new recipient's details. For the sample format of imported excel, please view the attached "EDM.xls" excel file

After inputting all the recipients' detail, click "submit" and then "close" to return to the "Manage Job – Create Job" screen.

After filling in all info, you can choose the buttons at the bottom to do the following actions:

Button	***Action***
Submit	Confirmed all the info filled in are correct, save it and
Cancel	Cancel this job
Preview	View the effect before submission
Test Send	Test this job before submission

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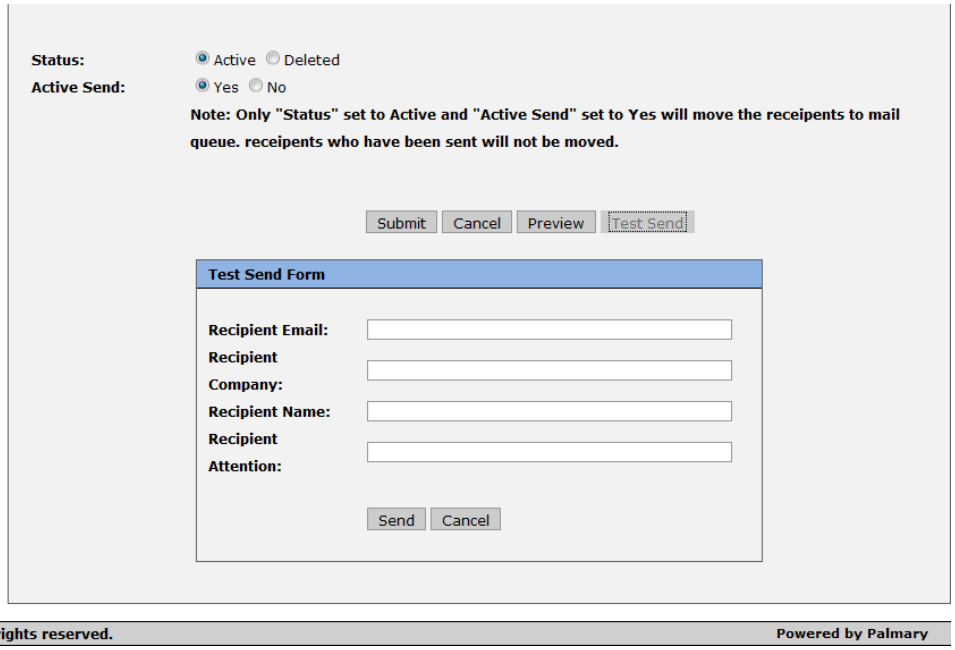
After clicking "Test Send" button, the below Test Send Form will be displayed:



Field	***Description***
Recipient Email	Email address of Receiver
Recipient Company	Company of Receiver
Recipient Name	Name of Receiver
Recipient Attention	Attention of Receiver, for example, Mr. , Mrs. or Ms.

After filling in the contact details of the recipient, you can click the "send" or "cancel" button to send or cancel the testing email.

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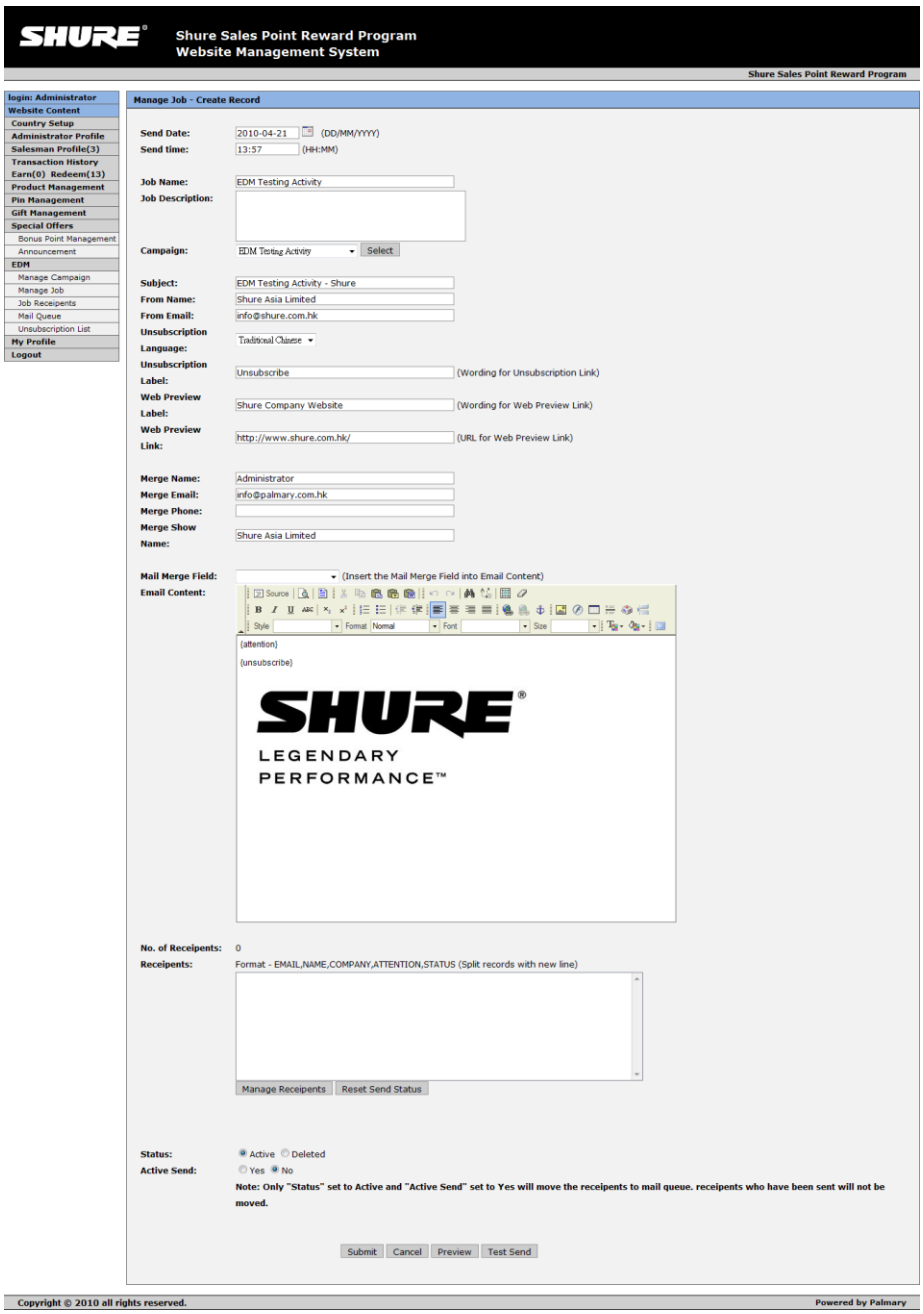
4.15.2 Copy Record

Click to duplicate a record.



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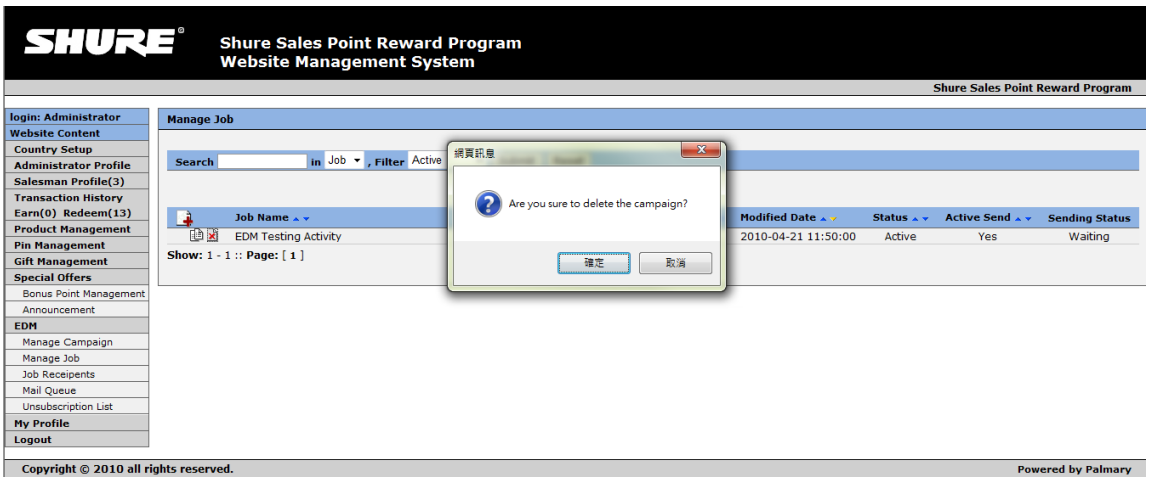
You can rename the job, and change all the details of the new duplicated job whatever you want.

4.15.3 Delete Record

Click to delete a record.



Change the status from “Active” to “Deleted” and the “Submit”.

It will pop up a message to confirm “Are you sure to delete the campaign?” If confirmed, you can choose “Yes” and the record will be deleted.

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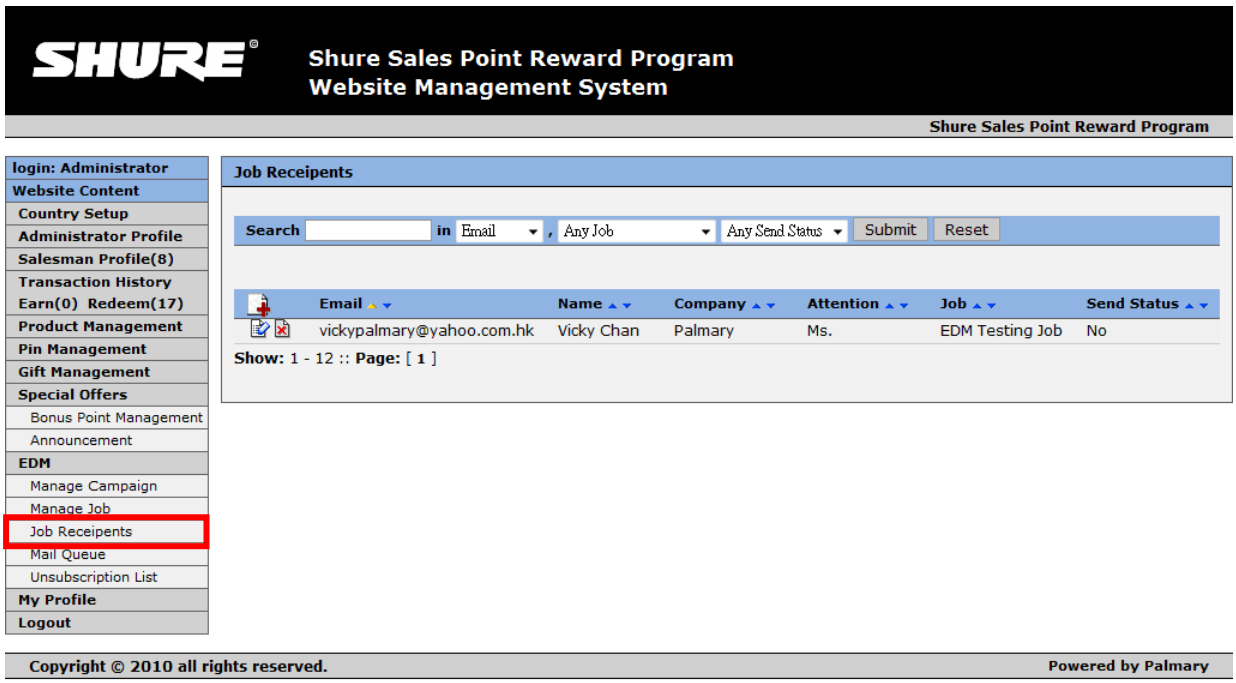
4.16 CMS Section – Job Recipients

In "Job Recipients" page, you can create entries, copy or delete recipients.



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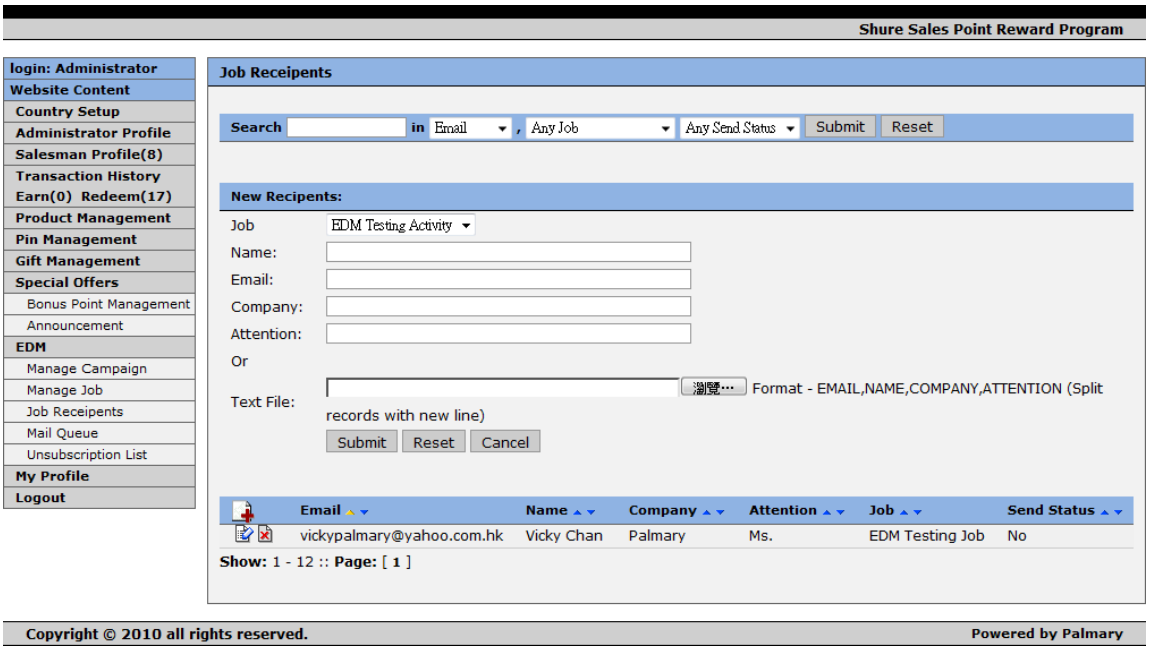
4.16.1 Create Entries

Click to create an entry.



Field	***Description***
Job	Choose which job the recipient belongs to
Name	Name of recipient
Email	Email of recipient
Company	Company the recipient belongs to
Attention	Attention of recipient, for example, Mr. / Mrs. / Ms.
Text File	Select an excel file which includes the new recipient's details. For the sample format of imported excel, please view the attached "EDM.xls" excel file

After filling in all info & confirming the job is ok, you can click the "Submit", or "Reset" to reset recipient detail, or "Cancel" to ignore all changes and quit.

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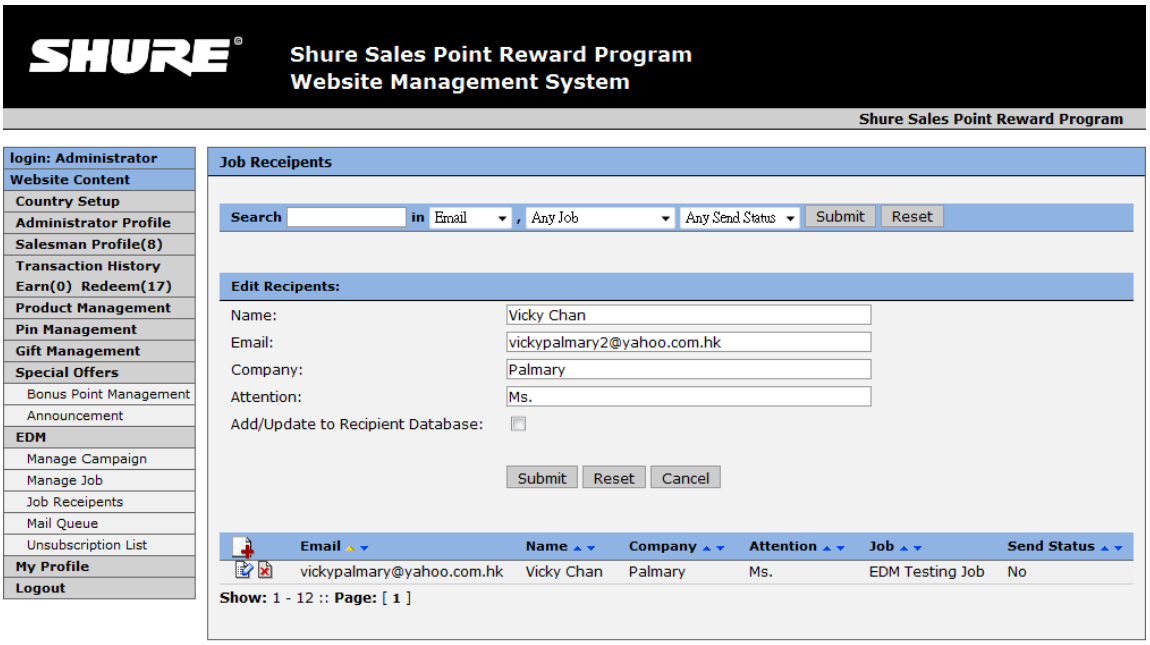
4.16.2 Modify Recipients

Click to modify record.



You can modify the "Name", "Email", "Company" and "Attention" of recipients.

Moreover, if you also want to save the modify record in database, you need to select "Add/Update Recipient Database". If you do not want to do so, please do not click it.

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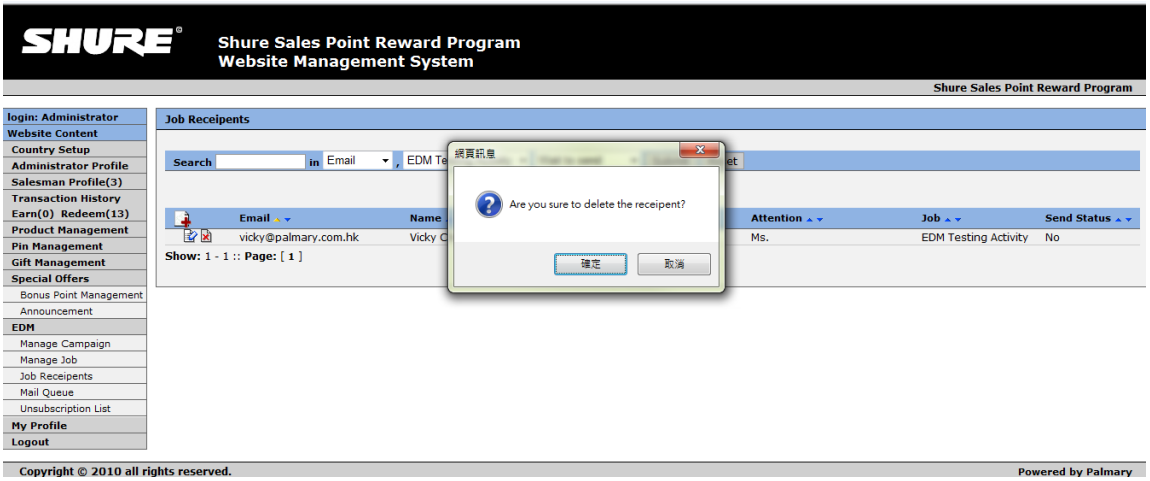
4.16.3 Delete Recipients

Click to delete recipients.



It will prompt a message to ask "Are you sure to delete the recipient?". If you confirm it, you can choose "Yes" to delete.

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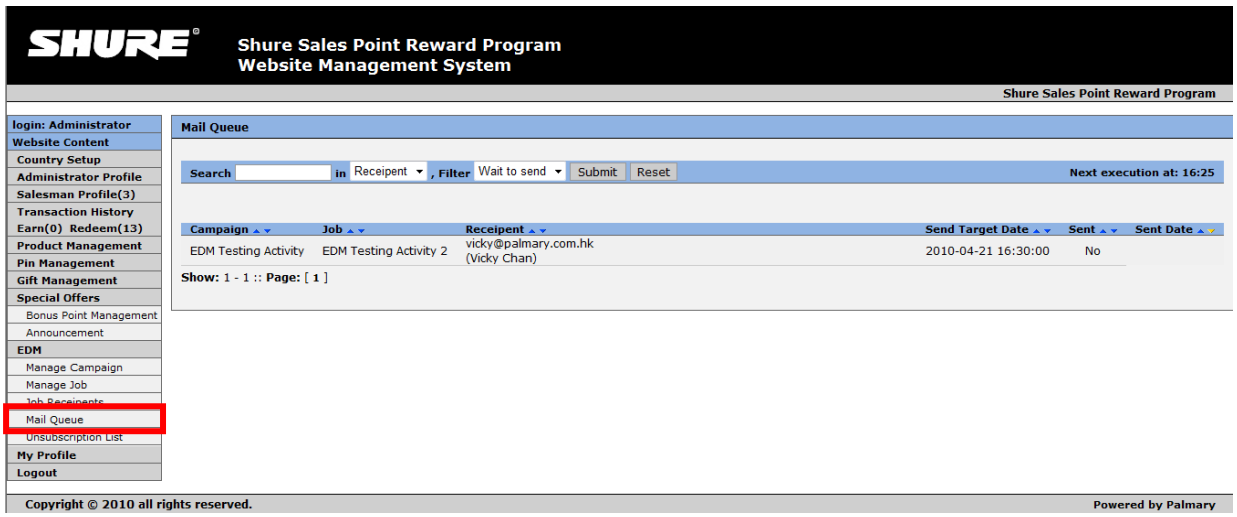
4.17 CMS Section – Mail Queue

After filling keywords in the box of "Search" and choosing the searching condition in the pull down menu of "In" and "Filter", you can click "Submit" button to show the search result list.

If you would like to search again, you can click "Reset" to fill in other search condition.



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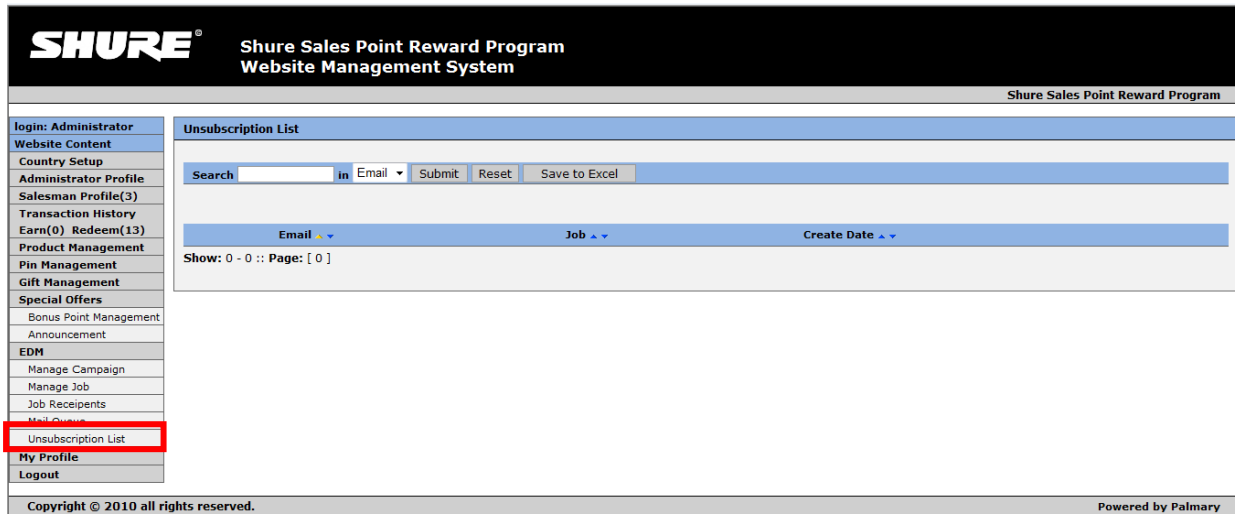
4.18 CMS Section – Unsubscription List



You can fill in some searching keywords in the box of "Search" by email category, and then click "Submit" button to display the searching records in below list. If you want to export the searched list, you can click the "Save to Excel" button, then the list will be exported in excel format.

If you want to search again, you can click "Reset" to set other searching condition.

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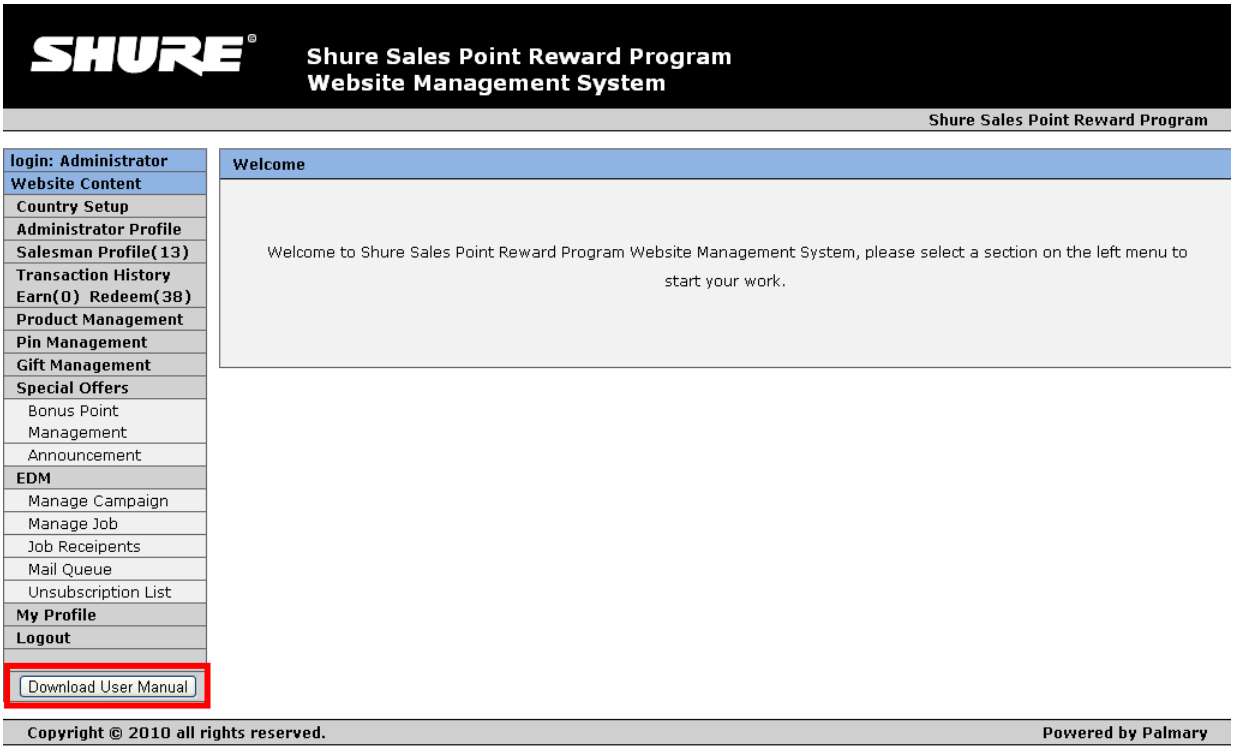

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6 APPENDIX

Nil

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